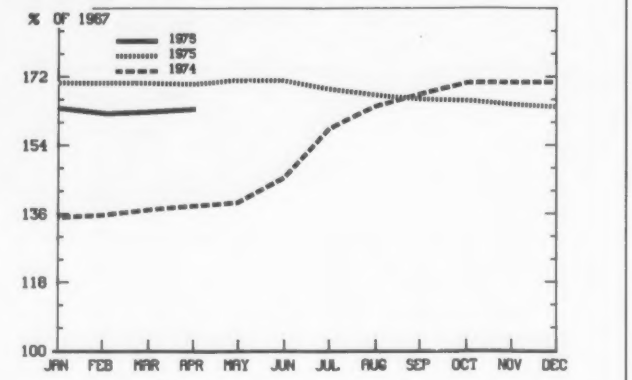
TFS-199 JUNE 1976

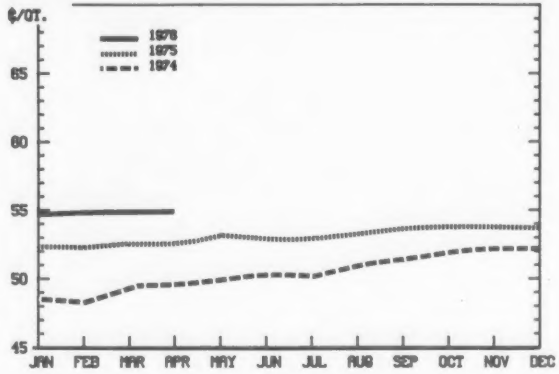
FRUIT Situation

ECONOMIC RESEARCH SERVICE U. S. DEPARTMENT OF AGRICULTURE

CANNED FRUIT
BLS WHOLESALE PRICE INDEX



CHILLED ORANGE JUICE
U.S. AVERAGE RETAIL PRICE



DRIED FRUIT
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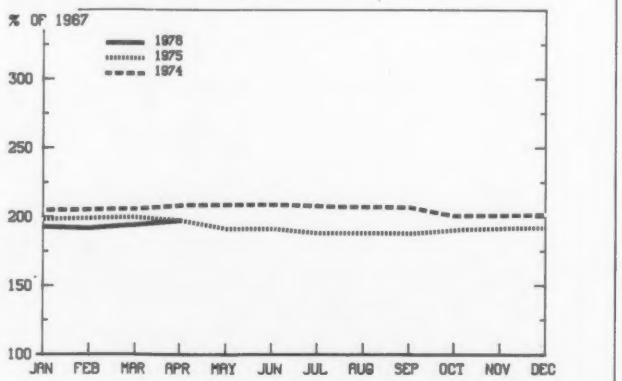

THE FRUIT SITUATION

CONTENTS

	Page
Summary	3
General Price Outlook	4
Fresh Noncitrus	6
Peaches	6
Strawberries	6
Apples	6
Bananas	7
Grapes	8
Processed Noncitrus	9
Canned	9
Frozen	10
Dried	11
Fresh Citrus	12
Oranges	12
Grapefruit	13
Lemons	14
Processed Citrus	15
Frozen Concentrates	15
Chilled Products	15
Canned Products	16
Per Capita Fruit Consumption	17
Tree Nuts	18
List of Tables	47
Special Article: California-Arizona Fresh Oranges: Marketing Patterns, Prices, Costs, Margins, and Grower Returns by Alfred J. Burns and Joseph C. Podany	40

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SUMMARY

U.S. Noncitrus Crop Prospects Good

Potential 1976 noncitrus fruit production may have been reduced somewhat by poor spring weather in some parts of the East and Midwest. However, crop prospects still are generally good to excellent in many important commercial producing areas, particularly in the West.

Estimates for early summer fruit will be released in USDA's June 9 Crop Production Report. However, there are a number of indications pointing to a large crop. The USDA forecast of peach production in nine Southern States is up 38 percent from 1975 and a California strawberry crop one-tenth larger than in 1975 is also expected. In California, which accounts for more than half of the commercial output of noncitrus fruit, 1976 fruit crop prospects are generally good to excellent.

While remaining fresh apple supplies from the 1975 crop are ample, the Nation's potential 1976 apple crop is likely to fall below last year's record because of poor weather in the East and Midwest.

The large 1975/76 citrus crop is mostly harvested. Quantities remaining for harvest are sharply larger than a year ago for grapefruit, but smaller for oranges and lemons. Inventories of most processed fruit products are well above year-ago levels. Some exceptions include frozen fruit such as strawberries, peaches, and blueberries, as well as dried prunes.

Large fresh and processed fruit supplies generally dominated the 1975/76 marketing season. During 1975, U.S. per capita fruit consumption increased about 8 pounds from 1974 to 211.4 pounds (fresh weight equivalent). Fresh use increased 3.6 pounds to 82 pounds per person, the highest level since the early 1960's. Per capita processed fruit consumption increased 4½ pounds and reached 129.4 pounds in 1975. Demand for fruit continues to improve during 1976. With relatively favorable crop prospects, total fruit consumption this year likely will increase for the fourth consecutive year and may reach 216 pounds per person.

Improving domestic economic conditions and generally strong exports so far this season have offset some of the price-depressing impact of the

large supplies of fresh and processed fruit. During the first 4 months of 1976, grower prices for fresh and processed fruit rose to levels slightly above a year earlier, but retail fresh fruit prices averaged slightly below. While both grower and retail prices are expected to advance seasonally during the second and third quarters, they are likely to average slightly to moderately below a year ago. The substantially larger supplies of fresh apples and grapefruit remaining to be marketed early during this period are primarily responsible for the lower average prices. In addition, the larger peach crop for the Southern States may also contribute to downward pressures.

In response to larger supplies during 1975/76, wholesale prices for most canned and dried fruit items were generally below year-earlier levels, while prices for most frozen fruit and juices were moderately higher. The industry recently raised wholesale prices for some canned apple items in anticipation of a smaller crop in some producing areas. However, total canned fruit supplies are likely to remain ample because a larger carryover into the 1976/77 marketing year is expected.

RECENT DEVELOPMENTS AND OUTLOOK

GENERAL PRICE OUTLOOK

Although fresh and processed fruit supplies were generally larger during the 1975/76 marketing season than last season, improving domestic economic conditions and generally strong export demand offset some of the price-depressing impact. As a consequence, the index of prices received by growers for fresh and processed fruit for the first 4 months of 1976 averaged slightly above a year earlier. Demand for fruit continues to improve during 1976, especially for processed items. Preliminary estimates for the year put per capita fruit consumption at approximately 216 pounds (fresh weight equivalent basis), up almost 2 percent from 1975.

Table 1—Index of quarterly prices received by growers for fresh and processed fruit

Year	(1967=100)			
	1st	2nd	3rd	4th
1972	109	118	121	120
1973	123	136	148	142
1974	133	140	148	142
1975	127	149	150	134
1976	131	[1]142	[1]145	

[1] Estimate.

The May 1976 index of prices received by growers for fresh and processed fruit at 141 (1967=100) was the same as April but moderately below a year earlier. Substantially lower prices for apples, grapefruit, pears, and tangerines more than offset hikes for lemons, oranges, and strawberries.

Average prices are expected to increase seasonally during the second and third quarters. However, the index of grower prices will likely average slightly to moderately below year-earlier levels, primarily because of substantially larger remaining cold storage supplies of fresh apples to be marketed early during this period. In addition, the sharp gain in the South's peach crop may also dampen prices. Although certain areas have experienced freeze damage to their 1976 noncitrus fruit crop this spring, national crop prospects for early fruit are generally good at this time. (The next official USDA estimates for fruits harvested early in the season will be released on June 9, 1976.)

The BLS (Bureau of Labor Statistics) retail fresh fruit price index during the first 4 months of 1976 was slightly below the year before, primarily reflecting the lower prices of fresh apples. As remaining supplies of most fresh fruit decline seasonally, the index is likely to advance until larger supplies of the new citrus and noncitrus crop become available this fall. However, it is still likely to average slightly to moderately below the comparable 1975 period.

Table 2—Quarterly retail price indexes for fresh fruits

Year	(1967=100)			
	1st	2nd	3rd	4th
1972	114	124	134	123
1973	126	142	148	139
1974	138	153	164	149
1975	150	171	177	147
1976	146	[1]163	[1]172	

[1] Estimated.

In response to larger supplies during 1975/76, wholesale prices for most processed fruits generally have trailed year-earlier levels. The April BLS wholesale price index for canned fruit was 163.3 (1967=100), 4 percent below a year ago. In spite of

Table 3—Peaches: Utilized production and season average prices received by growers, and indicated 1976 production

State	Production			Price per pound[1]	
	1974[2]	1975[2]	1976[3]	1974	1975
	Million pounds	*Million pounds*	*Million pounds*	*Cents*	*Cents*
Southern States:					
North Carolina	20.0	30.0	15.0	13.2	17.5
South Carolina	215.0	210.0	245.0	12.6	16.2
Georgia	45.0	95.0	200.0	17.9	23.8
Alabama	9.0	7.0	15.0	19.2	22.7
Mississippi	7.0	7.0	15.0	17.0	19.0
Arkansas	20.0	35.0	42.0	15.5	13.7
Louisiana	6.3	3.0	6.5	18.5	20.5
Oklahoma	.1	6.8	7.0	15.0	13.9
Texas	18.0	16.0	21.0	16.0	22.0
Total Southern States	340.4	409.8	566.5		
California:					
Clingstone	1,608.0	1,452.0		7.7	7.5
Freestone	452.0	389.0		7.8	10.0
Total California	2,060.0	1,841.0			
Other States:					
Massachusetts	3.0	5.3		18.0	20.0
Connecticut	4.2	5.4		18.0	20.0
New York	16.0	17.0		16.5	16.3
New Jersey	91.0	90.0		14.4	15.7
Pennsylvania	120.0	110.0		11.9	12.3
Ohio	14.0	20.0		17.0	17.7
Indiana	2.0	10.0		20.0	17.8
Illinois	3.5	27.0		15.7	14.0
Michigan	70.0	55.0		11.7	13.4
Missouri	3.0	23.0		22.9	15.6
Kansas	3.0	11.0		13.0	13.5
Delaware	1.2	3.2		12.2	10.1
Maryland	19.4	23.0		11.3	12.5
Virginia	32.0	32.0		11.7	12.5
West Virginia	23.0	28.0		12.1	11.4
Kentucky	5.0	16.5		15.5	14.0
Tennessee	4.0	8.7		14.5	13.5
Idaho	10.0	10.5		10.9	11.6
Colorado	13.7	16.0		15.8	17.0
Utah	16.0	16.0		12.1	13.4
Washington	27.3	39.6		8.7	9.1
Oregon	11.0	12.0		16.8	17.1
Total Other States	492.3	579.2			
United States	2,740.7	2,668.0		9.4	10.9

[1] Season average price received by growers. [2] Excludes unharvested production and excess cullage except California clingstone which is over the scale tonnage and includes culls and cannery diversions. [3] All State breakdown available June 9, 1976.

Table 4—Strawberries: Acreage, yield per acre, and production, 1974, 1975, and indicated 1976[1]

Crop and State	Acreage			Yield per acre			Production		
	1974	1975	1976	1974	1975	1976	1974	1975	1976
	1,000 acres	*1,000 acres*	*1,000 acres*	*1,000 pounds*	*1,000 pounds*	*1,000 pounds*	*Million pounds*	*Million pounds*	*Million pounds*
Strawberries:									
Winter:									
Florida	1.3	1.2	1.4	13.7	16.5	15.5	17.6	19.8	21.7
Spring:									
California	8.9	10.0	10.8	43.0	38.0	39.0	382.7	380.0	421.2
Michigan	3.1	3.0	2.9	5.7	5.5		17.7	16.5	
Oregon	7.2	6.1	5.2	5.7	6.8		41.0	41.5	
Washington	3.6	3.4	3.0	6.3	6.8		22.7	23.1	
Subtotal	22.8	22.5	21.9	20.4	20.5		464.1	461.1	
Minor States[2]	10.3	10.6		3.6	3.8		37.3	39.8	
Discontinued States[3]	5.2	5.5		2.7	3.9		14.2	21.3	
Total spring	38.3	38.6		13.4	13.5		515.6	522.2	
United States	39.6	39.8		13.5	13.6		533.2	542.0	

[1] Includes processing. [2] Exclude State breakdown for Ark., La., N.J., N.Y., N.C., Ohio, Pa., and Wis. which will be published in the Vegetables-Fresh Market 1976 Annual Summary to be released December 23, 1976. [3] Exclude Ill., Ind., Ky., Md., Mass., Mo., Okla., Tenn., and Va.

Note: Statistical Reporting Service data as of April 8, 1976.

recent increases, wholesale prices of canned fruit juices and dried fruit were still slightly lower, while prices of frozen fruit and juices were up moderately. Recently the industry has raised wholesale prices for some canned fruit items, particularly apple products, in anticipation of a smaller noncitrus crop in some producing areas. However, total canned fruit supplies are likely to remain large because a bigger carryover into the 1976/77 marketing year is expected. With cold storage holdings sharply smaller than a year ago, wholesale prices of frozen fruit will remain firm during the coming season.

Reflecting the decline in wholesale prices, retail prices of canned noncitrus fruit have also weakened from a year ago. However, retail prices for fruit juices during the first 4 months of 1976 were slightly higher.

FRESH NONCITRUS

Peaches

More Fresh Peaches

Peach crop prospects in nine Southern States are excellent, with 1976 production forecast at 566.5 million pounds. This is 38 percent above 1975 and two-thirds more than the relatively small crop in 1974. Only North Carolina is reporting a decrease in production. Output in the South is mostly sold to fresh market outlets and accounts for over one-third of U.S. fresh utilization. Harvest of early varieties commenced in early May, and reports from major shipping points indicate opening prices generally below year-earlier levels for comparable varieties and packs.

California's 1976 peach crop is 1 to 2 weeks earlier than last year's late crop. No official USDA production estimates are yet available for the 1976 crop, but prospects for the fresh crop are very good and an increase is likely. In addition, more California freestone peaches are likely to be utilized for fresh market in view of the sharply larger canned stocks and weak packer demand.

Other U.S. areas have not faired as well as numerous spring frosts and freezes reduced crop prospects. The Appalachian area appears to be one of the hardest hit. Michigan and New Jersey also had their potential crop reduced.

With heavier supplies of peaches and competing fruit expected earlier in the season, grower prices during June and July are not likely to attain the high levels of a year ago. However, if crops in the more northerly States are smaller, the seasonal decline in grower prices later in the season may not be as pronounced as a year ago.

Strawberries

California Crop Larger

Strawberry production in California has been estimated at 421.2 million pounds, about a tenth above 1975. Larger acreage and improved yields this year account for the increase. California is by far the largest producing State, accounting for nearly 75 percent of last year's spring crop. As indicated in table4, lower acreage for 1976 is expected in Michigan, Oregon, and Washington.

A series of frosts in Mexico reduced its strawberry prospects for the 1975/76 marketing year. (See Processed Noncitrus Section under "Frozen.") Consequently, U.S. imports of fresh strawberries during the first 4 months of 1976 totaled slightly less than 13 million pounds, only half the quantity of the same period last year.

California shipping point prices were very high early in the season, but fell below a year ago during April as shipments increased. However, during May, prices averaged above May 1975 as deliveries to freezers increased. In view of strong processor demand for freezing this season, fresh prices are likely to remain firm.

Table 5—U.S. strawberry imports

Year	Fresh		Frozen	
	Jan.-Apr.	Jan.-Dec.	Jan.-Apr.	Jan.-Dec.
	Million pounds	*Million pounds*	*Million pounds*	*Million pounds*
1971	41.5	51.3	36.9	84.6
1972	36.7	43.2	36.7	85.2
1973	31.5	38.9	52.3	113.7
1974	35.4	43.7	56.7	117.1
1975	25.4	31.2	39.8	97.5
1976	12.6		12.6	

Apples

Weather Dampens New Crop Prospects

The first USDA 1976 crop estimate for apples will be released July 12. Poor weather experienced in some areas this spring could have reduced the potential apple crop. Conditions were particularly troublesome in some eastern and midwestern areas. However, winter injury and losses from spring freezes were light in the Northwest, and

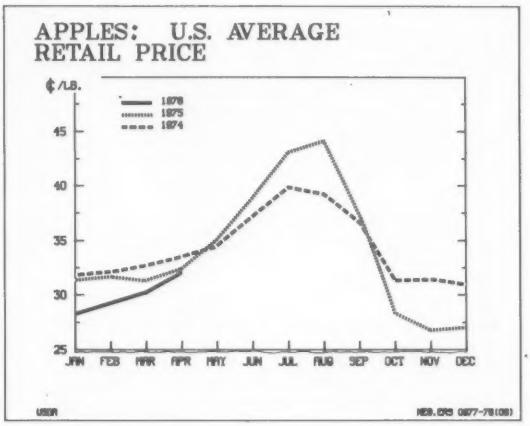
prospects are very good in this area. Nationally, the apple crop may be expected to fall below last year's record level.

Remaining 1975 Supplies Record Large

Cold storage stocks of apples on April 30 totaled a record 766 million pounds. This was 76 percent above a year earlier and 69 percent more than 2 years ago. About 83 percent of the stocks on hand were in controlled atmosphere (CA) storage. Last October 1, the Nation's CA capacity amounted to 39.7 million bushels, up almost 10 million from 1973 when the last survey was made. Washington, New York, and Michigan accounted for 77 percent of the total CA space in the United States.

As expected, with the record supply of apples during 1975/76, prices received by growers this season are averaging well below a year earlier. In May, the U.S. average price received by growers for fresh use was 9.3 cents per pound, 35 percent below the same month a year ago. Prices to consumers were also lower. With large remaining supplies of apples and early summer competing fruit about to reach the market, late season apple prices will not increase as significantly as last year.

Although exports this season to Canada and Western Europe are running below 1974/75 because of their larger 1975 apple crops, U.S. exports to secondary markets in Latin America and the Far East are higher. Overall exports this season through April totaled 192 million pounds, only 4 percent below the comparable 1975 period. Thus, exports this season are likely to be near last season's high of 234 million pounds.



Bananas

U.S. imports of bananas during 1975 totaled 1.9 million metric tons, 4 percent below 1974. Supplies from Honduras continued to drop, accounting for only 14 percent of our total imports compared with 27 percent during 1974. As a result, Honduras slipped from being our top supplier to third posi-

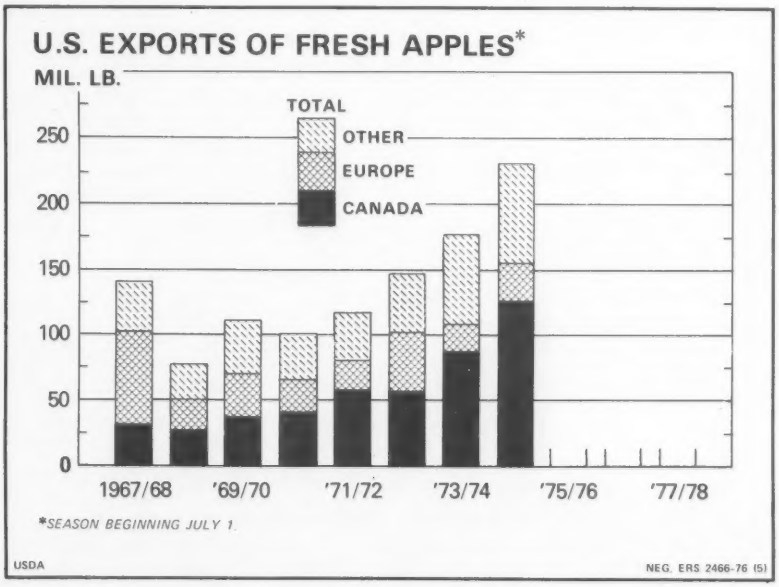
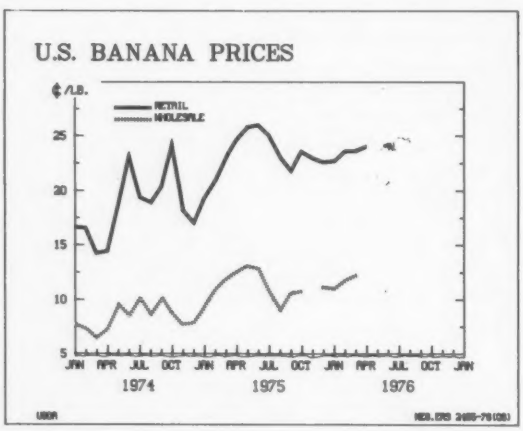


Table 6—U.S. fresh banana imports by country of origin, calendar years, 1972-75

Country	1972	1973	1974	1975
	1,000 metric tons	*1,000 metric tons*	*1,000 metric tons*	*1,000 metric tons*
Colombia	77.4	73.2	108.4	142.1
Costa Rica	537.3	431.7	385.7	631.0
Ecuador	289.6	338.6	476.7	430.7
Guatemala	163.7	169.9	236.5	203.1
Honduras	607.3	659.6	536.7	262.6
Nicaragua	41.4	96.1	106.3	121.2
Panama	165.4	122.2	126.2	108.6
Other	7.3	6.8	9.8	9.6
Total	1,889.4	1,898.1	1,986.3	1,908.9

tion in 1975. Imports from Costa Rica increased sharply during 1975 and provided one-third of our total. Our second major source of bananas was Ecuador, with a 23-percent share.

The BLS retail price of bananas increased during 1975, averaging about 23 cents per pound, a fourth above 1974. Some of this increase was due to the sharper increase in the importers' selling price. The BLS wholesale price rose to an average $4.49 per 40-pound carton (11.2 cents per pound) during 1975, about one-third above 1974. In addition, the spread between the importers' selling price and the retail price also went up from an average of about 10 cents per pound in 1974 to 12 cents during 1975.



Banana imports from January through April 1976 were about one-tenth larger than the same period a year earlier. While retail prices continued above year-earlier levels for the first quarter of 1976, in April, the U.S. retail price averaged 24 cents per pound, compared with 24.6 in April 1975. If imports continue at a higher rate during the months ahead, prices for bananas during late spring and early summer may not reach the highs of a year ago. Large domestic supplies of early noncitrus fruit could also dampen further price increases for bananas.

Grapes

No official estimates of grape production are yet available. Early reports suggest that the California crop is in good condition.

Bearing acreage for all grapes in California in 1976 will continue to increase and may total 8-10 percent above 1975's 536,000 acres. Once again, most of the increase in bearing acreage is accounted for by wine varieties, with raisin types up only slightly. Table grapes may be off slightly.

Wine Marketings Increase

Grapes crushed for wine during 1975 declined slightly from 1974 and were a tenth below the record 1973 level. During 1975, nearly 368 million gallons of wine entered distribution channels in the United States, 5 percent more than a year earlier (table 9). U.S.-produced wine accounted for 87 percent of the total and showed a 7-percent increase over 1974, offsetting a slight reduction in imported wines. Marketings of U.S.-produced table wines rose the most, gaining one-tenth during 1975.

During January-February 1976, U.S.-produced table wines entering distribution channels was up nearly 5 percent from the same period a year earlier, but was offset by a decline in marketings for other U.S. wines. Wine imports during the period were up sharply, particularly from Brazil, France, and Italy.

U.S. wine inventories on February 29 totaled nearly 423 million gallons, virtually the same as a year earlier. Although stocks in California were down slightly, other States recorded a moderate increase.

Wine Prices

Bulk prices for California wines shipped to the bottling trade continued to show some weakness. For example, at the beginning of May, the price for sherry, a dessert wine, was near last year's level but well below 1973 and 1974. Prices for dry red table wines, on the other hand, were down significantly from May 1975.

The BLS wholesale price index for table and dessert wines (in fifths, f.o.b. winery) has declined since January 1976 and in April was 154.6 (1967=100), compared with 156.2 in April 1975.

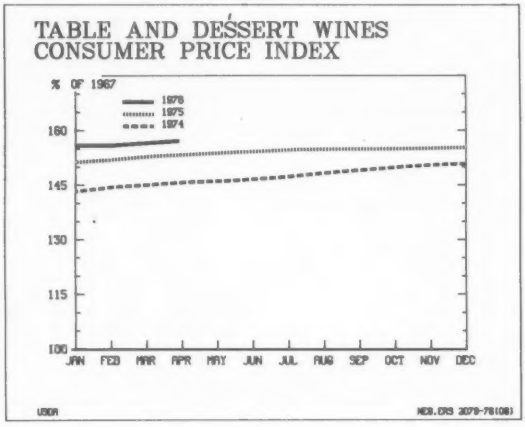
Table 7—Wine: Inventories in California, other States, and United States[1]

Area and type of wine	February 29		
	1976[2]	1975	1974
	1,000 gallons	*1,000 gallons*	*1,000 gallons*
California:			
Table	287,230	292,364	268,755
Dessert	75,154	73,881	76,420
Other	14,657	14,321	14,249
Total	377,041	380,566	359,424
Other States:			
Table	29,731	26,247	22,462
Dessert	11,457	10,496	11,471
Other	4,429	4,429	4,642
Total	45,617	41,172	38,575
United States:			
Table	316,961	318,618	306,154
Dessert	86,611	84,377	90,427
Other	19,086	18,749	18,819
Total	422,658	421,744	415,400

[1] Due to rounding, totals may not equal sum of components; inventories in bonded wineries and wine cellars, excluding substandard wine produced as distilling material. [2] Preliminary.

Source: Wine Institute.

However, the retail price index has increased slightly in spite of weakening wholesale prices. In April, the CPI for table and dessert wines stood at 156.2 (1967=100), 2 percent higher than in March 1975.



Current and potential wine supplies indicate continued downward pressure on bulk wine prices. However, improving domestic economic conditions, particularly higher consumer disposable incomes, could check the downward pressure somewhat.

PROCESSED NONCITRUS

Canned

Canned Fruit Supplies Plentiful

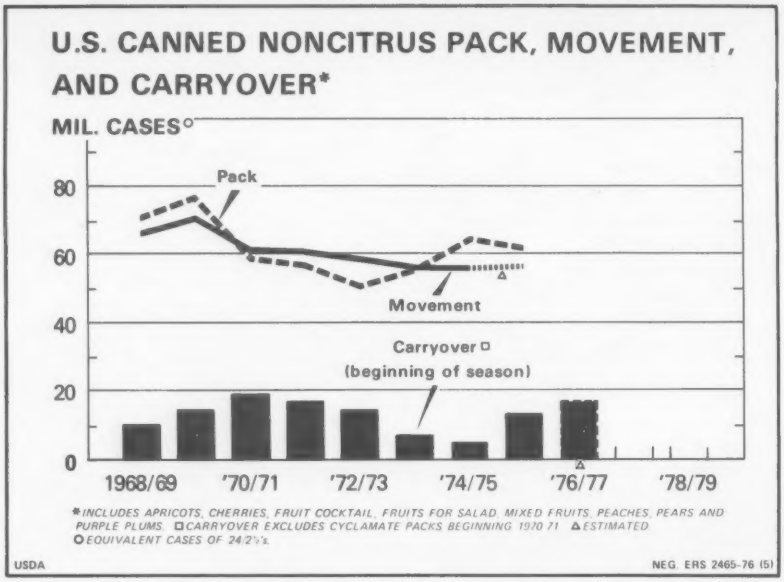
The total 1975/76 supply of 11 major canned fruit items is moderately larger than last season because of the sharply larger carryin stocks. Data on canners' packs, shipments, and stocks of 11 major canned noncitrus fruits are presented in table 11. Canned apple products and pineapple are excluded since current information concerning season pack was incomplete.

Shipments of canned fruit to April 1 about matched year-earlier levels. While shipments from processors were larger during the first quarter of 1976 compared with the same period a year earlier, they were slightly more than offset by slower movements earlier in the season. Consequently, on April 1, 1976, canners' stocks were up about one-fifth from the year before to the highest level in the last 5 years. Large stocks of peaches and apricots were chiefly responsible.

The improved rate of shipments experienced during January-March 1976 was due in part to the large USDA purchases of canned noncitrus fruit announced during January 1976. Items distributed through child nutrition and elderly feeding programs during the first quarter of 1976 included canned applesauce, pears, peaches, and apricots; in all cases, quantities greatly exceeded total purchases made during the same quarter a year ago.

All current indications point to substantially larger yearend stocks for the 11 reported items, with the carryover for these products into the 1976/77 pack season estimated 25 to 30 percent above last season's 13.8 million cases (24 No. 2½ basis). If realized, this would be the highest level in the last 6 years.

Given the larger inventories and good current crop prospects for 1976 in many major producing areas, the total supply for the 1976/77 marketing year will be ample. Unless domestic or foreign demand prospects improve for 1976/77, canners are likely to reduce packs of some key items in order to avoid burdensome levels of supplies. For some fruit, greater quantities may be diverted to alternative market outlets. This occurred during 1975 when larger than usual quantities of Bartlett pears were sold for fresh market use.



Canned Exports Disappointing

This season's overall U.S. exports of major canned noncitrus fruit items, except cherries, continued near the low level of 1974/75 and well under totals attained during earlier years. Although domestic supplies were ample this season, the accompanying high prices as well as weaker demand in the important European markets cut our export volume. Increased competition from Southern Hemisphere countries, particularly South Africa and Australia, also cut into our traditional export markets of Western Europe.

Improving economic conditions in key foreign markets suggest demand for canned fruit may increase during 1976/77. Big factors of concern are competition from Greece where production is expanding rapidly, and South Africa where exports have been given a considerable boost by devaluation.

Canned Fruit Prices Weaken

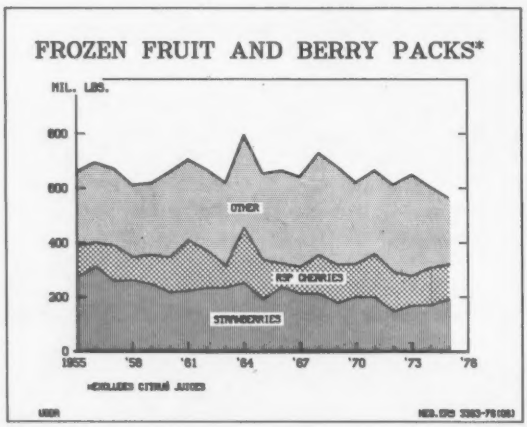
Larger supplies prompted a general reduction in wholesale and retail prices from the highs of 1974/75. The BLS wholesale price index for canned fruits peaked in the spring of 1975 and has declined since. The April index stood at 163.3 (1967=100), 4 percent below April 1975 but nearly a fifth above April 1974. The largest declines were recorded for canned cherries, pears, applesauce, and apricots. Average retail prices for canned fruit also declined but at a slower rate.

Frozen

1975 Frozen Pack Down Moderately

The 1975 U.S. pack of frozen deciduous fruits and berries (excluding juices) was nearly 567 million pounds, 6 percent below 1974 and 13 percent smaller than in 1973. Most of the decline was due to smaller packs of three principal items—apples, cherries, and peaches. The pack of frozen strawberries, the leading frozen fruit, was moderately larger than in 1974.

Data on stocks, pack, supply, and apparent disappearance for major items are shown in table 13.



These items accounted for 95 percent of the total 1975 frozen fruit and berry pack. With the smaller pack and reduced imports of strawberries, total frozen supplies during 1975/76 were moderately lower than those of the preceding season. At the same time, disappearance to April 30 was moderately larger than the same period in 1974/75. Fruits showing increased disappearance this season were strawberries, cherries, blueberries and blackberries. Consequently, overall inventories of frozen fruit and berries on April 30 were relatively light, especially strawberries, peaches, and blueberries. However, stocks of apples, raspberries and boysenberries were above year-earlier levels.

Frozen Strawberry Imports Down Sharply; Domestic Processing Active

U.S. imports of frozen strawberries this year are expected to fall sharply below last year because of reduced acreage and frost damage in Mexico, by far our primary foreign supplier. A series of frosts, the most damaging occurring in February 1976, appear to have contributed more to the expected production decline in Mexico than reduced acreage. From January 1 through April of this year, approximately 15 million pounds of frozen Mexican strawberries crossed the U.S. border, compared with 37 million a year earlier.

Most strawberries for processing are grown in the Pacific Coast States—they accounted for about 95 percent of the 1975 U.S. frozen strawberry pack. Receipts of strawberries by California freezers through May 15 this season totaled approximately 11 million pounds compared with only 2 million for the same period last season, which got underway much later. The total available supply of frozen strawberries during 1976/77 is likely to be lower than in 1975/76 in view of the lower beginning stocks. Grower prices for California processing berries opened at 24 cents per pound. Last year, the field price in California opened at 20 cents but dropped to 18 cents for the remainder of the season.

The BLS wholesale price for frozen strawberries advanced slightly during the latter part of the 1975/76 season. In April 1976, wholesale prices averaged $4.41 per case (12 10-oz. packages) compared with $4.22 posted from September 1974 through September 1975. Current indications point to advancing prices during 1976/77 because of the anticipated smaller total supply of frozen strawberries.

Dried Fruit

Raisin production in 1975, estimated at 285,645 tons (dried basis), was substantially larger than in 1974. Combined with larger stocks at the start of the 1975/76 season, total supplies this season were ample.

According to the Raisin Administrative Committee, domestic and foreign raisin shipments so far this season (September 1, 1975 to May 1, 1976) were up considerably from year-earlier levels.

Although the 1975 foreign crop of raisins was much larger, U.S. exports increased significantly in recent months. Total exports for the September-April period were about one-third above the comparable year-earlier rate, with most of the increase due to increased shipments to Japan.

In spite ofthe larger U.S. supplies, raisin prices advanced somewhat during 1975/76 in response to improving demand. The average BLS wholesale price in April 1976 was $11.87 per case (24-15 oz. packages), up slightly from $11.53 in April 1975 but still 5 percent below the high in April 1974.

The raisin carryover at the end of the current marketing year is likely to be up moderately from recent years chiefly because of the substantially larger pack. While the first official California grape crop estimate will not be available until July 12, reports indicate vines are healthy with a normal or better bunch count.

Supplies of dried prunes were moderately larger during the 1975/76 season, because of the larger pack. Total shipments increased sharply this season with domestic marketings up about 25 percent to May 1 and exports up about three-quarters. The most significant increase in exports was to France, which had a crop failure in 1975. With the much larger shipments, remaining supplies of dried prunes at the end of April were a quarter smaller than the preceding year. Although wholesale prices have advanced moderately in recent months, they continued below year-earlier levels. In April, the BLS price averaged $8.92 per case (24 one-pound packages) compared with $9.49 in April 1975.

FRESH CITRUS

For the third consecutive month, estimated total production of this season's citrus crop has increased. But the May 1 citrus crop was estimated at 14.4 million tons, still down slightly from last season. Most of the decrease is attributed primarily to the smaller lemon and orange crops in both Arizona and California.

Table 8—Citrus crop: Utilization to May 1

Crop	Utilization			Remaining for harvest
	Fresh	Processed	Total	
	Thou. boxes	*Thou. boxes*	*Thou. boxes*	*Thou. boxes*
	1974/75			
Oranges	34,151	119,523	153,674	84,236
Grapefruit	24,331	29,114	53,445	7,925
Lemons	7,795	13,910	21,705	7,695
	1975/76			
Oranges	30,338	126,035	156,373	78,277
Grapefruit	26,020	31,599	57,619	11,481
Lemons	7,582	5,061	12,643	6,257

Oranges

Supplies for Summer Down Moderately

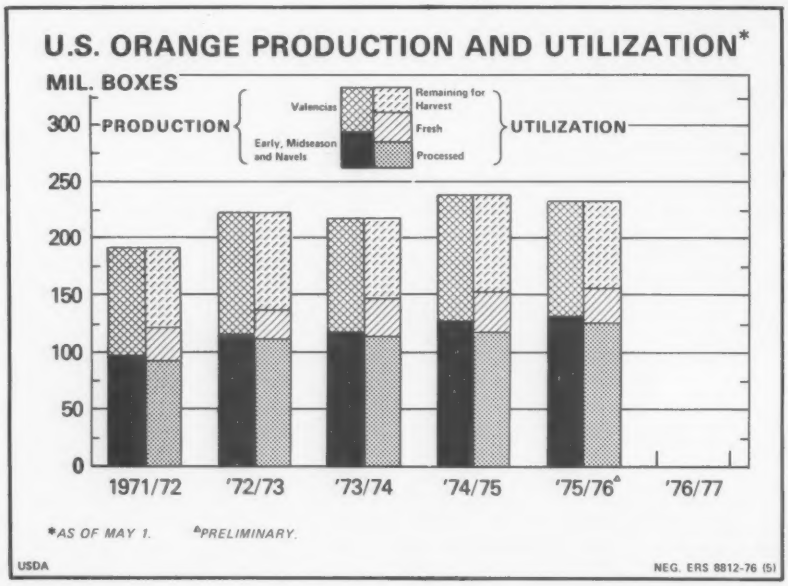
With a slightly smaller crop and a higher rate of harvest, available supplies of oranges this summer will be moderately smaller than last year. As of May 1, total 1975/76 U.S. orange production was estimated at 10.1 million tons, down slightly from last season's record crop. Moderately smaller production in Arizona and California more than offset slightly larger crops in Florida and Texas.

The 1975/76 Florida orange crop is expected at 7.9 million tons, a record high and slightly above last season. Since the season started earlier and more oranges have been harvested, moderately less fruit remained to be harvested as of May 1 than a year ago. Harvest probably will be completed earlier this season with a larger portion of the remaining fruit to be used for processing.

Most fresh orange supplies during the summer will come from the California-Arizona Valencia crops. With an estimated 17-percent decrease in California-Arizona Valencia crop from 1974/75, fruit remaining for harvest as of May 1 was substantially below last year. Texas orange production is expected to total 6.4 million boxes, two-fifths above last year's relatively small crop. By May 1, harvest of early and mid-season varieties was about finished, and only 12 percent of the Valencia crop remained for harvest.

Processing Usage Up Moderately

Even with a smaller crop, total utilization of oranges so far this season has been running moderately ahead of last year's pace reflecting the ear-



lier crop and larger processing use. Up to May 1, processing use accounted for 81 percent of the U.S. crop harvested compared with 78 percent a year ago. In view of the smaller supplies remaining for harvest, the pack season can be expected to run shorter this year, but total processing use for the entire 1975/76 season is likely to top last year.

With the record Florida orange output and early start, more of the Florida orange crop has been used for processing than a year earlier. The use of early and mid-season oranges for processing was up substantially. However, even with a moderately smaller Valencia crop remaining for harvest, Florida packers may process as much during the remainder of this season as a year ago.

As a result of smaller crops, use of California-Arizona navel oranges for both fresh and processing has been lagging last year's pace. Fresh use was down almost one-tenth, but processing use declined even more—almost one-fifth. Last season, a substantial quantity of California-Arizona navel oranges was diverted to processing outlets as a result of freeze damage. With the crop remaining for harvest sharply above a year ago so late in the season, a larger proportion of California-Arizona navel oranges could be diverted to processors. Likewise, the volume of California-Arizona Valencia oranges moving to both fresh and processing outlets so far this season has also been substantially behind last year reflecting the smaller crop. In contrast, with the bigger crop substantially more Texas oranges were moved to both fresh markets and processing outlets than a year earlier.

Grower Prices Higher

U.S. on-tree returns to growers for oranges for all sales (fresh and processed) have averaged considerably above year-earlier levels since last December because higher prices for processing oranges offset substantially lower returns for U.S. oranges for fresh use. In May, on-tree returns for all sales averaged $2.31 per box compared with $1.80 a year earlier.

Although on-tree returns for fresh market sales were substantially lower, the average retail prices of fresh oranges have been running only slightly lower than a year earlier. The April retail price for a dozen fresh oranges was $1.06 compared with $1.08 last year.

Demand for fresh oranges appears to be lagging this season. Total fresh orange unloads in 41 cities through mid-May were 28.7 million cartons, 13 percent less than a year earlier. In addition, export demand for U.S. fresh oranges has also slipped substantially. However, with fewer oranges remaining for harvest, retail prices are expected to advance seasonally to slightly above year-earlier levels through the summer.

On-tree returns for Florida oranges for all sales have strengthened since December. In May, grower returns averaged $2.45 a box compared with $1.78 a year ago. Grower returns for processing oranges have been particularly strong due to strong processor demand. In view of a smaller Valencia orange crop remaining for harvest, Florida prices for processing use are expected to remain higher. Combined with higher fresh orange prices, the 1975/76 season average grower prices for all Florida oranges will be substantially above 1974/75.

Despite the substantially smaller 1975/76 California-Arizona orange crop, slow movement of oranges for fresh use have caused on-tree returns to weaken considerably from the year before. In May, on-tree returns for all sales in California averaged $1.13 per box, compared with $2.20 a year ago.

As of May 1, California-Arizona navels remaining for harvest were almost two-thirds above last year. However, combined with the smaller Valencia crop, total supplies of California-Arizona oranges for the remainder of the season are moderately smaller than year-earlier levels. Thus, prices are expected to advance seasonally, although they are likely to remain moderately below last year if movement does not improve.

Exports and Imports Decline

Exports of fresh oranges and tangerines during the first 6 months of the 1975/76 season (November through April) totaled 6.1 million boxes (70 pounds per box), one-tenth below a year ago. Canada, the largest customer for our oranges, decreased its imports slightly. Shipments to Europe were only half of last year's volume. Exports to the rest of the world remained about the same as a year ago.

Imports of fresh oranges during the same period (November 1975 through April 1976) totaled 39.1 million pounds, down sharply from a year earlier. Lower imports were reported from both Israel and Mexico, the two principal U.S. suppliers. A substantially reduced orange production in Mexico for the 1975/76 season probably has curtailed its shipments abroad.

Grapefruit

Remaining Supplies Larger

The 1975/76 U.S. grapefruit crop is estimated at a record 2.8 million tons, 13 percent above last season, due to substantial gains in Florida and Texas. Florida accounts for three-fourths of the crop and Texas almost 16 percent.

Because of a record crop, remaining supplies of grapefruit as of May 1 were up two-fifths from year-earlier levels. Approximately 11.5 million boxes of grapefruit, or 17 percent of the crop, remained for marketing. A record Florida crop probably will prolong the harvest this season.

Fresh utilization of the 1975/76 grapefruit crop through early May was moderately larger than a year earlier. While Florida grapefruit sold for fresh use was up moderately, Texas fresh sales jumped three-fifths from last year's small crop. Last year a very large portion of the Texas grapefruit crop was diverted to processing outlets as a result of freeze damage. The larger supplies of Florida and Texas grapefruit this season put a severe crimp into California-Arizona grapefruit sales for fresh market so far. However, since the bulk of summer fresh grapefruit supplies are available only from California-Arizona, their fresh sales are expected to increase from the current levels.

Prices Substantially Lower

Reflecting a record crop, the average U.S. on-tree return for fresh grapefruit during the 1975/76 season has been substantially below last year. May prices averaged $3.16 a box compared with $4.17 a year ago for Florida fresh market grapefruit. Domestic demand for Florida fresh grapefruit appears to be lagging from last season's pace. Total Florida fresh market grapefruit unloads in 41 major U.S. markets through mid-May this season were slightly below year-earlier levels. Average f.o.b. prices of Texas fresh market grapefruit were also down substantially.

The improving domestic economic conditions and generally strong export demand so far this season probably have offset some of the price-depressing impact of the larger supplies of grapefruit. F.o.b. prices for fresh market grapefruit have strengthened somewhat in recent weeks and are expected to continue to advance seasonally, but are likely to remain below year-earlier levels.

Likewise U.S. on-tree returns to growers for processing grapefruit have also been pulled down substantially this season by the larger available supplies of grapefruit for processing outlets. In May U.S. on-tree returns for processing grapefruit averaged $0.52 per box compared with $0.75 a year ago. Thus, combined with substantially lower fresh market prices, the 1975/76 U.S. season average grower prices for all grapefruit (fresh and processed) will be substantially below 1974/75.

Exports Continue Large

During the 8 months ending April 1976, fresh grapefruit exports continued their upward trend and rose one-fifth from the corresponding period the year before. The increase was primarily attributed to sharply larger exports to Europe. The strengthening economic conditions combined with our increasing promotional activities in Europe were chiefly responsible. Although shipments to Canada also increased sharply from last year, its share remained the same.

Shipments to Japan so far this season reversed their upward trend and declined substantially. Japan took slightly less than one-fifth of our total exports compared with three-fifths last year.

Lemons

Fewer Lemons Remain for Harvest

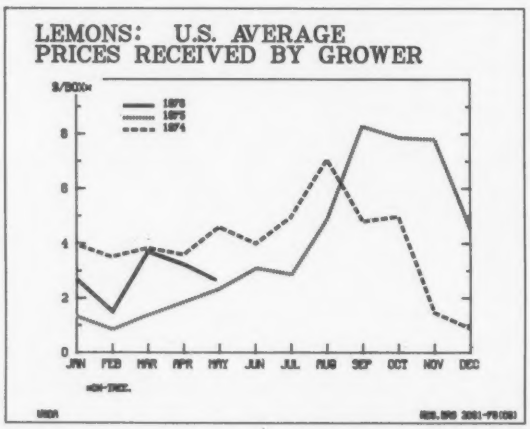
The May 1 estimate of the Arizona and California lemon crop, at 18.9 million boxes, was 36 percent below the 1974/75's record crop. Harvest of Arizona's crop is virtually finished. Picking of California lemons has peaked in the south coastal areas while other areas are complete.

Because of a smaller lemon crop, substantially fewer fruit remained for harvest on May 1 than a year ago. Utilization of lemons for both fresh markets and processing outlets has been well below year-earlier levels.

On-tree Returns Substantially Higher

In response to a sharply smaller crop, on-tree returns for all lemons (fresh and processing) have averaged substantially above last season each month of 1975/76 except August. In May, on-tree returns for all sales averaged $2.58 per box, one-tenth above last year. In view of smaller remaining supplies, prices are expected to remain firm. Thus, the season average price of 1975/76 will be substantially above 1974/75.

Total shipments of fresh lemons through mid-



May were substantially below the corresponding period last year. Although domestic movements were slightly larger, a sharp decrease in sales to Europe pulled our total exports down considerably. A sharp increase in supplies of lemons from Spain is probably chiefly responsible.

PROCESSED CITRUS

Utilization of the 1975/76 U.S. orange and grapefruit crop for processing so far this season has been moderately ahead of last season, while use of lemons for processing has been sharply behind. Florida's increased output of processed citrus products has reflected their record orange and grapefruit production.

Although data on 1975/76 processed citrus packs are not available for California and Arizona, movement of California-Arizona citrus fruit to processors indicates the smaller crops have curtailed processing utilization substantially. Movement of oranges to processors through May 1 was down one-fourth from the corresponding period a year ago, and lemon use by processors was down even more—to only one-third of last year's volume.

In contrast, utilization of both oranges and grapefruit was up substantially in Texas due primarily to the larger crops. Texas has processed 7.1 million cases (24/303) of canned citrus juice through May 8, 50 percent more than last season's total pack.

Frozen Concentrates

The pack of frozen concentrated orange juice (FCOJ) got off to a fast start this season, running moderately larger than a year ago. Through mid-May, the Florida packers had processed 144.5 million gallons of FCOJ compared with 136.8 million last year. However, with fewer oranges remaining for harvest and a decline in the juice yield to an estimated 1.30 gallons per box (45-degree brix concentrate), the total 1975/76 season pack may not reach last season's 178 million gallons. The industry currently expects the season's FCOJ pack to total 174 million gallons.

With carryover stocks of FCOJ at the beginning of 1975/76 slightly lower than the previous season, total supplies available for marketing will be smaller if the pack is reduced. Through mid-May, Florida packers had moved 87.3 million gallons of orange concentrate, almost the same as a year ago. If movement continues at this rate for the remainder of the season, carryout of FCOJ at the end of the season would be smaller than a year ago.

Reflecting the strong processor demand, grower prices for Florida oranges used for frozen concentrates so far this season have averaged sharply above year-earlier levels. In mid-May, spot prices for fruit for frozen concentrate were reported at $3.43 per box compared with $2.89 a year earlier. However, canner list prices of FCOJ have been steady at $2.20 per dozen 6-ounce cans (unadvertised brands, Florida canneries) since last October. A promotional allowance reduced the effective price to $2.08 during February and March, compared with a list of $2.10 a year earlier. Retail prices have been moderately above a year ago. In April, the BLS reported retail prices of FCOJ averaged 29.2 cents per 6-ounce can compared with 28.1 cents a year ago. If movement shows no significant increase, prices may remain relatively stable for the remainder of the season.

U.S. exports of FCOJ continue to trend upward, totaling 5.9 million gallons during the first 6 months (November through April) of the 1975/76 season, up 12 percent from the previous season. The increases were shared by most foreign areas. Exports to Canada, which accounted for almost one-half of the total, rose moderately. Shipments to Europe increased 14 percent from the corresponding period a year ago, while exports to the rest of the world, although relatively small, increased almost three-fourths over the previous year. With the industry increasing promotional activities and the general economy improving abroad, U.S. exports of FCOJ are expected to continue to improve.

With a record Florida grapefruit crop, packers processed 9 million gallons of frozen concentrated grapefruit juice through mid-May (excluding reprocessed), up almost one-fifth from last year. Movement so far this season was also up substantially. But the larger pack more than offset smaller carryin and larger movement—pushing the grapefruit concentrate inventory slightly above a year earlier.

Chilled Products

In response to continued strong demand, Florida packers processed 116.2 million gallons of chilled orange juice (excluding single strength reprocessed) through mid-May, an increase of 13 percent from the prior season. The larger pack was from both fresh fruit and frozen concentrate. As fresh fruit supplies dwindle during the summer, packers will turn increasingly to frozen concentrate for reprocessing into chilled juice.

Despite the larger supplies, retail prices of

chilled orange juice have been up moderately from year-earlier levels. In April, the BLS average retail price of chilled orange juice was 54.8 cents per quart, or 4 percent above a year ago. Even with higher prices, consumer demand continues strong, with total domestic movement through mid-May up 12 percent. Foreign demand is also strong. Exports of chilled orange juice through mid-May increased 13 percent from year-earlier levels.

Chilled grapefruit juice is also benefiting from expanding demand. Total movement of this product through mid-May increased one-fifth from year-earlier levels. But the substantially larger pack more than offset smaller carryin and larger movement, pushing chilled grapefruit juice stocks as of mid-May substantially above a year earlier.

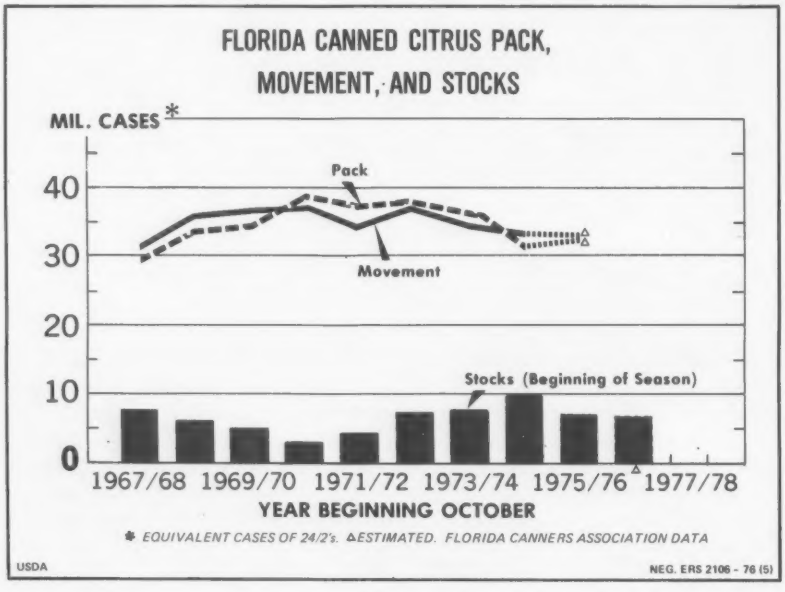
Canned Citrus

Total pack of canned citrus products in Florida through mid-May was 31.1 million cases (24-2's), moderately above last year's small pack but still moderately below 2 years ago. A 14-percent increase in the pack of canned grapefruit juice, the major product, was chiefly responsible.

Movement of canned citrus products has about matched last year even though canned grapefruit juice has increased moderately. Exports of canned single-strength orange juice during November-April were near last year's level while those of canned single-strength grapefruit juice were down slightly. However, even with a moderately larger pack, stocks of canned citrus products on hand as of mid-May were 4 percent smaller than a year earlier, reflecting the sharply smaller carryin at the beginning of the season.

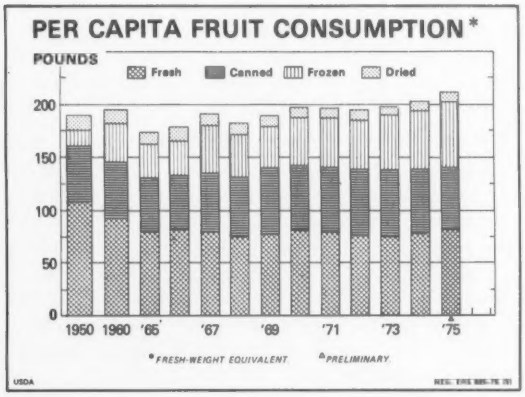
Between last July and this March, Florida f.o.b. prices of unsweetened single-strength canned grapefruit juice have been stable at $4.50 per case (12/46 ounces), with the exception of a promotional allowance in January which cut the effective selling price to $4.14. In early March, packers announced a price reduction to $4.15, which is 10 cents below a year ago. Reflecting lower prices, movement of canned grapefruit juice has been above year-earlier levels. Although the pack is higher, the increased movement combined with the smaller carryin resulted in moderately lower total stocks on hand as of mid-May.

Florida packers have processed slightly more canned single-strength orange juice so far this season than last season. F.o.b. prices of Florida unsweetened single-strength canned orange juice had been steady at $5.05 (12/46 oz.) until early May when Florida citrus packers raised the prices to $5.20. This compares with $4.70 a year ago. As a result of higher prices, movement of canned single-strength orange juice has been running moderately behind last year's pace. The larger pack and lagging movement have resulted in stocks on hand as of mid-May slightly larger than a year earlier.



PER CAPITA FRUIT CONSUMPTION

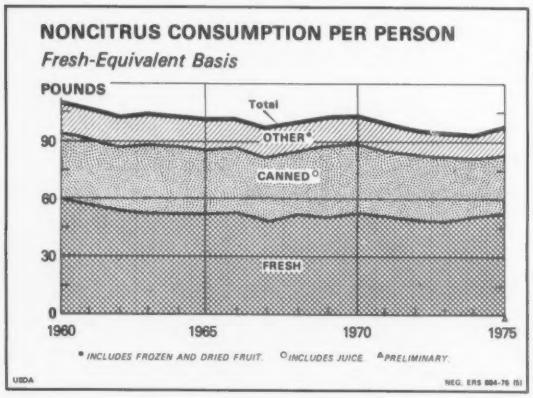
Americans consumed an estimated total of 211.4 pounds (fresh weight equivalent) of fruit per person during 1975. This was up about 8 pounds or 4 percent from 1974.

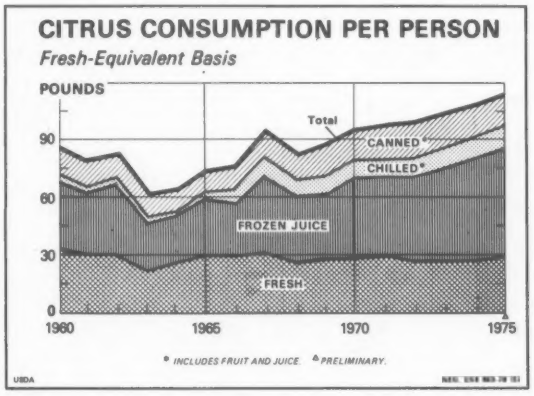


Fresh fruit use continued to expand, increasing 3.6 pounds during 1975 to 82 pounds per person—5 percent above 1974 and the highest level since the early 1960's. Noncitrus consumption accounted for a 2-pound increase to 53.1 pounds, with apples alone contributiong a 1½-pound increase. Peaches, pears, and cherries also recorded gains. However, the leading fresh fruit, bananas, showed a decline of nearly a pound to 17.8 pounds per capita.

Per capita fresh citrus consumption increased 1.6 pounds to 28.9 pounds during 1975, with oranges showing the largest increase.

Per capita processed fruit consumption increased 4.5 pounds and reached 129.4 pounds in 1975. Most of this increase was attributed to processed citrus, namely frozen concentrated orange juice and chilled citrus juices. Processed noncitrus per capita consumption increased only one-tenth of a pound to 43.3, with increases for frozen fruit offsetting a decline for canned fruit.





Detailed data showing per capita consumption of individual fresh and processed fruit for 1950 to 1975 is presented in tables 23 through 29.

Forecasts indicate per capita fruit consumption is likely to reach 216 pounds per person in 1976. More than half the increase from 1975 is likely to be accounted for by noncitrus fruit. Citrus consumption is also expected to continue to expand, with increases in processed use offsetting a probable slight decline for fresh citrus.

Record Almond Crop

The 1976 California almond crop is expected to total a record 210,000 tons (in shell basis), 31 percent above last year and 11 percent above the record 1974 crop. This year's crop is expected to yield 255 million pounds of nut meats. Weather conditions generally have been ideal for the crop thus far, with good nut sets in most areas.

Both domestic and foreign shipments so far during 1975/76 have shown substantial improvement from a year ago according to the Almond Control Board. During the first 10 months of the 1975/76 season, domestic shipments were almost one-third more than the corresponding period of last season. Total exports of shelled almonds during the same period were 104 million pounds, an increase of 14 percent from a year ago. The increase reflects the larger shipments to Japan which has bought more than twice as much as a year ago but still less than during the same period two years ago. Substantial increases in exports to France and United Kingdom were also recorded while total shipments to West Germany, our principal market, have declined considerably. The increase in export demand for U.S. almonds resulted in part from increasing industry promotional activities.

With the general economy strengthening both here and abroad, total movement of almonds is expected to continue to improve for the remainder of the season. Thus, even with a moderately larger supply at the beginning of the season, total carryover into the 1976/77 marketing season is expected to be considerably smaller than last season. Although there are no formal opening prices currently for the 1976 crop, prices are not likely to be substantially below year-earlier levels despite the record crop.

Substantially Larger Walnut Movement

Shipments of walnuts have also registered substantial increases in both domestic and foreign markets. Sharp increases in exports were recorded to the European markets in spite of larger crops in India and Italy. Thus, even with a record large 1975 crop, unsold inventories for both unshelled and shelled walnuts held by walnut handlers going into the 1976/77 season are expected to be well below a year earlier.

Table 9—Wine entering distribution channels in the U.S., by origin and type of wine[1]

Origin and type of wine	January-February			Calendar year		
	1976[2]	1975	1974	1975[2]	1974	1973
	1,000 gallons	*1,000 gallons*	*1,000 gallons*	*1,000 gallons*	*1,000 gallons*	*1,000 gallons*
U.S. produced:[3]						
Table	27,188	25,943	23,709	173,289	157,213	145,877
Dessert	9,713	10,968	10,628	64,445	63,490	66,346
Other	10,763	11,582	12,533	80,521	77,368	79,818
Total	47,664	48,493	46,870	318,255	298,071	292,041
Imported:[4]						
Table	7,006	5,740	6,046	40,524	42,153	45,658
Dessert	379	277	359	2,589	2,866	2,630
Other	917	932	805	6,206	6,375	6,885
Total	8,302	6,949	7,210	49,319	51,394	55,173
All wine:						
Table	34,195	31,682	29,755	213,814	199,366	191,535
Dessert	10,092	11,244	10,986	67,034	66,356	68,975
Other	11,679	12,516	13,339	86,726	83,743	86,703
Total	55,966	55,442	54,080	367,574	349,465	347,213

[1] Due to rounding, totals may not equal sum of components. [2] Preliminary. [3] Includes taxable withdrawals only. [4] Imports for consumption.

Source: Wine Institute.

Table 10—Wholesale and consumer price indexes for table and dessert wine, by months, 1970-76

Index and year	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
	(1967=100)											
Wholesale price index:[1]												
1970	106.1	106.6	106.6	106.6	106.6	106.6	106.6	106.6	106.6	109.2	109.2	110.9
1971	111.0	111.0	115.0	115.0	115.5	115.5	120.7	120.7	120.7	120.7	120.7	119.5
1972	119.9	125.1	125.2	125.3	125.3	125.3	126.2	126.2	126.2	126.2	126.2	126.2
1973	126.2	129.5	129.7	131.8	131.9	133.5	133.5	134.2	134.2	139.6	139.6	140.5
1974	140.5	145.5	145.6	145.9	146.1	146.3	148.7	149.9	149.9	150.3	150.3	150.3
1975	151.6	151.6	156.2	156.2	156.2	157.2	157.9	157.8	157.8	157.8	157.8	157.8
1976	157.8	154.6	154.6	154.6								
Consumer price index:												
1970	114.1	114.1	115.0	116.5	116.9	117.1	117.3	117.5	117.5	117.6	117.9	117.9
1971	118.5	119.0	119.8	120.6	121.2	121.8	123.0	123.9	124.5	124.7	124.9	125.1
1972	125.3	125.6	125.9	126.4	126.5	126.7	127.5	127.6	127.8	128.0	128.3	128.3
1973	128.5	129.3	130.0	131.5	135.0	136.5	136.8	136.9	137.3	138.7	140.6	141.8
1974	143.4	144.4	145.0	145.8	146.1	146.6	147.4	148.3	149.1	149.9	150.5	150.8
1975	151.3	151.9	152.8	153.2	153.9	154.2	154.7	154.9	155.0	155.1	155.2	155.3
1976	155.9	155.9	156.1	156.2								

[1] In fifths, f.o.b. winery.

Source: Bureau of Labor Statistics.

Table 11—Canned noncitrus fruit: Canners' stocks, packs, supplies, and shipments, current season, with comparisons

Item season[1]	Carryin	Pack	Total supply	Shipments to April 1	April 1 stocks	Shipments from April 1	Total season shipments
	1,000 equivalent cases 24 No. 2½'s						
Total—11 items:							
1971/72	17,746	57,230	74,976	51,203	23,773	9,032	60,235
1972/73	14,741	51,896	66,637	51,179	15,458	7,955	59,134
1973/74	7,503	55,900	63,403	52,380	11,023	5,315	57,695
1974/75	5,708	65,133	70,841	48,857	21,984	8,224	57,081
1975/76	13,760	61,493	75,253	48,603	26,650		
Apricots:[2]							
1971/72	1,696	3,262	4,958	4,023	935	374	4,397
1972/73	561	3,041	3,602	2,963	639	341	3,304
1973/74	298	4,094	4,392	3,615	777	310	3,925
1974/75	467	1,987	2,454	2,024	430	194	2,218
1975/76	236	4,421	4,657	2,675	1,982		
Cherries, RSP:							
1971/72	102	1,041	1,143	770	373	130	900
1972/73	243	1,299	1,542	1,425	117	108	1,533
1973/74	9	579	588	549	39	34	583
1974/75	5	1,188	1,193	957	236	178	1,135
1975/76	58	1,273	1,331	1,184	147		
Cherries, sweet:							
1971/72	388	536	924	529	395	80	609
1972/73	315	393	708	460	248	58	518
1973/74	190	503	693	510	183	56	566
1974/75	127	623	750	369	381	91	460
1975/76	290	412	702	400	302		
Fruit cocktail:[2]							
1971/72	3,453	13,334	16,787	10,510	6,277	1,941	12,451
1972/73	4,336	11,855	16,191	11,251	4,940	2,605	13,856
1973/74	2,335	13,384	15,719	13,000	2,719	1,479	14,479
1974/75	1,240	14,907	16,147	10,933	5,214	2,149	13,082
1975/76	3,065	13,677	16,742	11,269	5,473		
Fruits for salad:[2]							
1971/72	220	784	1,004	648	356	131	779
1972/73	225	724	949	596	353	141	737
1973/74	212	799	1,011	695	316	111	806
1974/75	205	876	1,081	552	529	75	627
1975/76	454	583	1,037	607	430		

See footnotes at end of table.

—Continued

Table 11—Canned noncitrus fruit: Canners' stocks, packs, supplies, and shipments, current season, with comparisons—Continued

Item and season[1]	Carryin	Pack	Total supply	Shipments to April 1	April 1 stocks	Shipments from April 1	Total season shipments
	1,000 equivalent cases 24 No. 2½'s						
Mixed fruits:[2]							
1971/72	158	695	853	664	189	75	739
1972/73	114	752	866	735	131	32	767
1973/74	99	736	835	715	120	61	776
1974/75	59	959	1,018	790	228	118	908
1975/76	110	708	818	527	291		
Peaches, sliced clings:[2]							
1971/72	34	308	342	273	69	19	292
1972/73	50	359	409	295	114	29	324
1973/74	85	189	274	245	29	7	252
1974/75	22	304	326	230	96	11	241
1975/76	85	212	297	192	105		
Peaches, clingstone:[2]							
1971/72	6,763	21,839	28,602	20,817	7,785	3,895	24,712
1972/73	3,890	21,233	25,123	21,246	3,877	2,286	23,532
1973/74	1,591	21,615	23,206	20,238	2,968	1,581	21,819
1974/75	1,387	28,983	30,370	22,771	7,599	3,238	26,009
1975/76	4,361	25,691	30,052	20,104	9,948		
Peaches, U.S. freestone:							
1971/72	1,194	3,923	5,117	3,557	1,560	617	4,174
1972/73	943	2,783	3,726	3,235	491	295	3,530
1973/74	196	2,899	3,095	2,634	461	256	2,890
1974/75	205	3,448	3,653	2,160	1,493	479	2,639
1975/76	1,014	3,293	4,307	2,377	1,930		
Pears:							
1971/72	3,288	10,309	13,597	8,301	5,296	1,608	9,909
1972/73	3,688	9,063	12,751	8,325	4,426	1,995	10,320
1973/74	2,431	9,841	12,272	9,193	3,079	1,306	10,499
1974/75	1,773	10,692	12,465	7,247	5,218	1,504	8,751
1975/76	3,714	9,776	13,490	8,417	5,073		
Purple plums, U.S.:							
1971/72	450	1,199	1,649	1,111	538	162	1,273
1972/73	376	394	770	648	122	65	713
1973/74	57	1,261	1,318	986	332	114	1,100
1974/75	218	1,166	1,384	824	560	187	1,011
1975/76	373	1,447	1,820	851	969		

[1] Season beginning July 1 for RSP cherries and June 1 for all other items. [2] California.

Source: Prepared from reports of National Canners Association and Canners League of California.

Table 12—Canned fruit: Commercial pack of principal items by size of container, United States, 1971-75
(Basis equivalent cases of 24 No. 2½ cans)

Item and season[1]	Retail sizes[2]		Institutional size No. 10		Total pack
	Quantity	Percent of pack	Quantity	Percent of pack	
	1,000 cases	*Percent*	*1,000 cases*	*Percent*	*1,000 cases*
Apples:					
1971/72	713	30.2	1,645	69.8	2,358
1972/73	635	29.4	1,527	70.6	2,162
1973/74	627	19.3	2,619	80.7	3,246
1974/75	592	27.2	1,583	72.8	2,175
1975/76[3]	n.a.	n.a.	n.a.	n.a.	n.a.
Applesauce:					
1971/72	11,830	78.1	3,318	21.9	15,148
1972/73	9,565	80.1	2,277	19.9	11,942
1973/74	10,978	72.4	4,188	27.6	15,166
1974/75	12,649	76.4	3,906	23.6	16,555
1975/76[3]	n.a.	n.a.	n.a.	n.a.	n.a.
Apricots:[4]					
1971/72	1,938	59.4	1,324	40.6	3,262
1972/73	2,006	66.0	1,035	34.0	3,041
1973/74	2,732	66.7	1,362	33.3	4,094
1974/75	1,254	63.1	733	36.9	1,987
1975/76	2,923	66.1	1,498	33.9	4,421
Cherries, R.S.P.:					
1971/72	519	49.9	522	50.1	1,041
1972/73	444	34.2	855	65.8	1,299
1973/74	206	35.6	373	64.4	579
1974/75	463	39.0	725	61.0	1,188
1975/76	431	33.9	842	66.1	1,273
Cherries, sweet:					
1971/72	386	72.0	150	28.0	536
1972/73	299	76.1	94	23.9	393
1973/74	369	73.4	134	26.6	503
1974/75	452	72.6	171	27.4	623
1975/76	283	68.7	129	31.3	412
Cranberry sauce:					
1971/72	3,023	87.5	430	12.5	3,453
1972/73	3,127	89.3	374	10.7	3,501
1973/74	3,899	82.7	814	17.3	4,713
1974/75	3,610	83.4	718	16.6	4,328
1975/76	2,946	85.9	484	14.1	3,430
Pineapple:					
1971/72	13,602	76.8	4,103	23.2	17,705
1972/73	12,139	73.4	4,401	26.6	16,540
1973/74	11,838	79.0	3,143	21.0	14,981
1974/75	10,830	77.8	3,083	22.2	13,913
1975/76[3]	9,950	79.9	2,497	20.1	12,447
Fruit cocktail:[4]					
1971/72	11,093	83.2	2.241	16.8	13.334
1972/73	9,158	77.2	2,697	22.8	11,855
1973/74	10,738	80.2	2,646	19.8	13,384
1974/75	11,946	80.1	2,961	19.9	14,907
1975/76	10,765	78.7	2,912	21.3	13,677
Fruit for salad:[4]					
1971/72	542	69.1	242	30.9	784
1972/73	486	67.1	238	32.9	724
1973/74	491	61.5	308	38.5	799
1974/75	543	62.0	333	38.0	876
1975/76	316	54.2	267	45.8	583
Mixed fruit:[4]					
1971/72	377	54.2	318	45.8	695
1972/73	364	48.4	388	51.6	752
1973/74	328	44.6	408	55.4	736
1974/75	445	46.4	514	53.6	959
1975/76	222	31.4	486	68.6	708
Peaches, clingstone:[4]					
1971/72	17,973	82.3	3,866	17.7	21,839
1972/73	16,154	76.1	5,079	23.9	21,233
1973/74	16,363	75.7	5,252	24.3	21,615
1974/75	21,417	73.9	7,566	26.1	28,983
1975/76	19,457	75.7	6,234	24.3	25,691
Peaches, U.S. freestone:					
1971/72	3,704	94.4	219	5.6	3,923
1972/73	2,637	94.8	146	5.2	2,783
1973/74	2,711	93.5	188	6.5	2,899
1974/75	3,162	91.7	286	8.3	3,448
1975/76	2,714	82.4	579	17.6	3,293
Pears:					
1971/72	7,591	73.6	2,718	26.4	10,309
1972/73	7,020	77.5	2,043	22.5	9,063
1973/74	7,336	74.5	2,505	25.5	9,841
1974/75	7,939	74.3	2,753	25.7	10,692
1975/76	6,402	65.5	3,374	34.5	9,776
Purple plums, U.S.:					
1971/72	699	58.3	500	41.7	1,199
1972/73	218	55.3	176	44.7	394
1973/74	807	64.0	454	36.0	1,261
1974/75	825	70.8	341	29.2	1,166
1975/76	816	56.4	631	43.6	1,447

[1] Season beginning September 1 for apples and applesauce through 1974/75 and cranberry sauce, July 1 for RSP cherries, and June 1 for all other items. [2] May include some institutional sizes reported as miscellaneous. [3] Pineapple pack to April 1, 1976. [4] California. n.a.—Not available.

National Canners Association, Canners League of California, and Pineapple Growers Association of Hawaii.

Table 13—Frozen fruit: Packers' carryin, pack, imports, supplies, apparent disappearance, and stocks of selected items, United States, 1971-75

Item and season[1]	Carryjn	Pack	Imports	Total supply	Disappear-ance to April 30	Stocks, April 30	Total season disappear-ance
	Million pounds	*Million pounds*	*Million pounds*	*Million pounds*	*Million pounds*	*Million pounds*	*Million pounds*
Total—10 items:[2]							
1971/72	224.0	621.5	92.1	937.6	648.4	289.2	732.0
1972/73	205.6	570.5	111.3	887.4	654.8	232.6	721.7
1973/74	165.7	604.4	127.7	897.8	596.8	301.0	661.4
1974/75	236.4	560.1	103.9	900.4	590.9	309.5	666.8
1975/76	233.6	539.6	81.8	855.0	618.8	236.2	
Apples:							
1971/72	39.6	97.0	---	136.6	62.4	74.2	113.5
1972/73	23.1	130.4	---	153.5	91.9	61.6	132.6
1973/74	20.9	135.1	---	156.0	60.4	95.6	101.3
1974/75	54.7	99.2	---	153.9	77.8	76.1	119.2
1975/76	34.7	89.7	---	124.4	42.6	81.8	
Apricots:							
1971/72	7.0	11.0	---	18.0	13.3	4.7	14.3
1972/73	3.7	15.5	---	19.2	13.5	5.7	14.0
1973/74	5.2	16.5	---	21.7	15.3	6.4	16.2
1974/75	5.5	11.8	---	17.3	11.5	5.8	12.5
1975/76	4.8	15.9	---	20.7	13.9	6.8	
Cherries:							
1971/72	20.6	162.0	---	182.6	125.9	56.7	142.9
1972/73	39.7	148.8	---	188.5	140.9	47.6	161.4
1973/74	27.1	114.6	---	141.7	116.3	25.4	125.6
1974/75	16.1	146.9	---	163.0	108.0	55.0	126.0
1975/76	37.0	132.8	---	169.8	124.9	44.9	
Grapes:							
1971/72	3.1	5.8	---	8.9	5.1	3.8	6.3
1972/73	2.6	5.3	---	7.9	4.5	3.4	6.1
1973/74	1.8	4.1	---	5.9	3.1	2.8	3.6
1974/75	2.3	2.9	---	5.2	.8	4.4	2.0
1975/76	3.2	N.A.	---	N.A.	N.A.	2.3	
Peaches:							
1971/72	19.2	59.9	---	79.1	50.1	29.0	57.0
1972/73	22.1	46.3	---	68.4	54.7	13.7	60.2
1973/74	8.2	81.4	---	89.6	57.7	31.9	64.0
1974/75	25.6	59.1	---	84.7	55.4	29.3	59.6
1975/76	25.1	40.3	---	65.4	47.3	18.1	
Strawberries:							
1971/72	110.3	199.4	84.4	394.1	298.5	95.6	298.5
1972/73	95.6	146.8	100.9	343.3	264.6	78.7	264.6
1973/74	78.7	168.6	118.0	365.3	265.5	99.8	265.5
1974/75	99.8	170.4	100.2	370.4	270.5	99.9	270.5
1975/76	99.9	183.9	75.3	359.1	307.2	51.9	307.2

See footnotes at end of table.

—Continued

Table 13—Frozen fruit: Packers' carryin, pack, imports, supplies, apparent disappearance, and stocks of selected items, United States, 1970-75—Continued

Item and season[1]	Carryin	Pack	Imports	Total supply	Disappearance to April 30	Stocks, April 30	Total season disappearance
	Million pounds	*Million pounds*	*Million pounds*	*Million pounds*	*Million pounds*	*Million pounds*	*Million pounds*
Blackberries:							
1971/72	10.0	27.5	---	37.5	30.3	7.2	31.9
1972/73	5.6	21.2	---	26.8	21.4	5.4	20.9
1973/74	5.9	8.2	---	14.1	8.9	5.2	8.6
1974/75	5.5	21.1	---	26.6	16.3	10.3	18.3
1975/76	8.3	20.9	---	29.2	22.0	7.2	
Blueberries:							
1971/72	6.8	30.4	7.7	44.9	32.0	12.9	36.9
1972/73	8.0	30.9	10.4	49.3	37.1	12.2	39.8
1973/74	9.5	44.4	9.7	63.6	37.2	26.4	43.0
1974/75	20.6	24.4	3.7	48.7	28.0	20.7	35.1
1975/76	13.6	24.6	6.5[3]	44.7	34.7	10.0	
Boysenberries:							
1971/72	2.6	6.2	---	8.8	7.1	1.7	7.0
1972/73	1.8	6.2	---	8.0	6.7	1.3	6.8
1973/74	1.2	6.3	---	7.5	5.5	2.0	5.8
1974/75	1.7	5.1	---	6.8	4.3	2.5	4.5
1975/76	2.3	4.8	---	7.1	4.1	3.0	
Black Raspberries:							
1971/72	1.6	3.6	---	5.2	4.1	1.1	4.2
1972/73	1.0	3.9	---	4.9	4.3	.6	4.1
1973/74	.8	2.7	---	3.5	2.5	1.0	2.6
1974/75	.9	1.8	---	2.7	1.6	1.1	1.8
1975/76	.9	2.0	---	2.9	.9	2.0	
Red Raspberries:							
1971/72	6.3	24.5	---	30.8	24.7	6.1	25.8
1972/73	5.0	20.5	---	25.5	19.7	5.8	17.3
1973/74	8.2	26.6	---	34.8	27.5	7.3	28.8
1974/75	6.0	20.3	---	26.3	17.5	8.8	19.3
1975/76	7.0	24.7	---	31.7	21.2	10.5	

[1] Season beginning May 1 for strawberries, June 1 for apricots and boysenberries, August 1 for grapes, October 1 for apples and July 1 for all other items. [2] Excludes grapes. [3] Estimated.

N.A.—Data not available temporarily.

Pack data from American Frozen Food Institute; stocks, Statistical Reporting Service; imports, Bureau of the Census, U.S. Department of Commerce.

Table 14—U.S. wholesale prices of selected dried and frozen fruit items, by months, 1972-76

Year	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
	Dollars per cases	*Dollars per cases*	*Dollars per cases*	*Dollars per cases*	*Dollars per cases*	*Dollars per cases*	*Dollars per cases*	*Dollars per cases*	*Dollars per cases*	*Dollars per cases*	*Dollars per cases*	*Dollars per cases*
DRIED FRUIT:												
Prunes												
(24-1 lb. pkg.):												
1972	7.546	7.464	7.513	7.791	7.954	8.036	8.363	8.069	8.150	9.130	9.277	9.604
1973	9.604	9.604	9.604	9.604	9.604	9.604	9.604	9.604	9.604	9.604	9.604	9.604
1974	9.604	9.604	9.604	9.653	9.653	9.653	9.653	9.653	9.653	9.571	9.571	9.571
1975	9.571	9.571	9.571	9.490	9.049	9.049	8.575	8.575	8.575	8.575	8.575	8.673
1976	8.526	8.428	8.526	8.918								
Raisins												
(24-15 oz. pkg.):												
1972	6.086	6.145	6.145	6.885	7.424	7.424	7.424	7.080	7.081	8.220	9.371	9.494
1973	9.609	9.609	9.996	10.119	10.119	10.315	10.315	10.315	10.437	11.564	11.618	12.108
1974	12.120	12.157	12.218	12.446	12.446	12.446	12.397	12.287	12.287	11.772	11.772	11.772
1975	11.650	11.650	11.650	11.527	11.282	11.282	11.282	11.282	11.282	11.527	11.650	11.650
1976	11.748	11.748	11.870	11.870								
FROZEN FRUIT:												
Strawberries												
(12-10 oz. pkg.):												
1972	3.052	3.052	3.052	3.052	3.052	3.052	3.245	3.245	3.326	3.357	3.388	3.388
1973	3.388	3.388	3.413	3.413	3.413	3.510	3.510	3.651	3.651	3.783	3.783	3.847
1974	3.847	3.888	3.888	3.888	3.888	3.888	4.087	4.091	4.219	4.219	4.219	4.219
1975	4.219	4.219	4.219	4.218	4.218	4.218	4.218	4.218	4.218	4.285	4.285	4.285
1976	4.285	4.285	4.285	4.407								
FROZEN JUICE:												
Orange, conc.												
(12-6 oz. cans):												
1972	2.106	2.106	2.106	2.106	2.159	2.159	2.159	2.159	2.159	2.159	2.159	2.159
1973	2.159	2.159	2.159	2.159	2.106	2.159	2.106	2.106	2.106	2.159	2.159	2.159
1974	2.167	2.152	2.152	2.152	2.152	2.152	2.151	2.151	2.170	2.195	2.134	2.154
1975	2.244	2.254	2.254	2.254	2.254	2.254	2.246	2.246	2.246	2.358	2.383	2.383
1976	2.383	2.352	2.352	2.383								

Source: Bureau of Labor Statistics, U.S. Department of Labor.

Table 15—Fresh fruit: Retail price, marketing margin, and grower and packer return per pound, sold in New York City, indicated months, 1975 and 1976

Commodity and season	Retail price (cents)	Marketing margin		Grower and packer return[1] (f.o.b. shipping point price)[2]	
		Cents	Percentage of retail price	Cents	Percentage of retail price
Apples, Eastern Delicious:					
March, 1976	26.5	10.4	39	16.1	61
February, 1976	27.0	12.7	47	14.3	53
March, 1975	30.4	11.8	39	18.6	61
Apples, Eastern McIntosh:					
March, 1976	33.7	21.0	62	12.7	38
February, 1976	31.0	20.5	66	10.5	34
March, 1975	33.6	21.4	64	12.2	36
Apples, Western Delicious:					
March, 1976	40.4	22.7	56	17.7	44
February, 1976	39.3	24.5	62	14.8	38
March, 1975	41.2	21.4	52	19.8	48
Grapefruit:					
March, 1976	17.3	10.4	60	6.9	40
February, 1976	17.8	12.0	67	5.8	33
March, 1975	18.1	11.8	65	6.3	35
Grapes, Emperor:					
March, 1976	65.4	41.1	63	24.3	37
February, 1976	62.2	37.1	60	25.1	40
March, 1975	67.1	37.2	55	29.9	45
Lemons, Western:					
March, 1976	41.6	27.1	65	14.5	35
February, 1976	42.2	27.1	64	15.1	36
March, 1975	39.7	26.0	65	13.7	35
Oranges, California Navel:					
March, 1976	28.0	18.8	67	9.2	33
February, 1976	26.4	16.5	62	9.9	38
March, 1975	30.2	19.8	66	10.4	34
Oranges, Florida:					
March, 1976	17.8	11.2	63	6.6	37
February, 1976	19.3	13.0	67	6.3	33
March, 1975	16.8	11.0	65	5.8	35

[1] For quality of product equivalent to retail unit sold to consumers: Because of waste and spoilage during marketing, equivalent quantity exceeds retail unit. [2] Production areas: Apples, Eastern Delicious-*New York State;* Apples, Eastern McIntosh-*New York State;* Apples, Western Delicious-*Washington State;* Grapefruit-*Florida;* Grapes-*California;* Lemons-*California.*

Table 16—Fresh fruit: Representative truck rates for selected fruits, January-June, 1975-76[1]

Commodity, area, and city	1975						1976					
	Jan.	Feb.	Mar.	Apr.	May	June	Jan.	Feb.	Mar.	Apr.	May	June
	Dollars per package											
Apples (Tray packed carton)												
Yakima, Washington area to:												
Atlanta	1.70	1.70	1.70	1.70	1.75	1.70	1.90	1.90	1.90	1.90	1.90	N/A
Chicago	1.40	1.40	1.40	1.40	1.40	1.40	1.55	1.55	1.55	1.55	1.55	N/A
Dallas	1.40	1.45	1.40	1.40	1.40	1.40	1.50	1.50	1.50	1.50	1.50	N/A
Los Angeles	.80	.70	.75	.80	.80	.80	.85	.85	.85	.85	.75	N/A
New York City	1.15	1.15	1.15	1.15	1.15	1.15	1.25	1.25	1.25	1.25	1.25	N/A
Western and Central New York area to:												
New York City	.50	.50	.50	.50	.50	---	.50	.50	.50	.50	.50	---
Pittsburgh	.45	.45	.45	.45	.45	---	.45	.45	.45	.45	.45	---
Hudson Valley New York area to:												
New York City	.40	.38	.32	.32	.32	---	.35	.35	.35	.35	.35	---
Pittsburgh	.60	.55	.50	.50	.50	---	.50	.50	.50	.50	.50	---
Martinsburg, West Virginia area to:												
New York City	.55	.55	.52	.55	.55	---	.58	.58	.58	.58	.58	---
Pittsburgh	.38	.38	.42	.42	.42	---	.42	.42	.42	.42	.42	---
Grapefruit (4/5 bu. ctn.)												
Lakeland, Florida area to:												
Atlanta	.32	.32	.32	.32	---	---	.30	.30	.30	.32	---	---
Boston	1.00	1.00	1.00	1.00	---	---	.95	1.00	1.00	1.05	---	---
Chicago	.82	.82	.82	.82	---	---	.82	.82	.82	.88	---	---
New York City	.85	.85	.85	.85	---	---	.88	.88	.92	.92	---	---
Pittsburgh	.85	.85	.85	.85	---	---	.88	.88	.88	.92	---	---
Grapes (23 lb. lug)												
Fresno area to:												
Atlanta	1.00	1.00	1.00	1.00	---	---	.97	1.00	1.00	1.05	---	---
Chicago	.86	.86	.86	.86	---	---	.90	.90	.95	1.00	---	---
Dallas	.73	.73	.73	.73	---	---	.70	.70	.70	.75	---	---
New York City	1.20	1.23	1.23	1.23	---	---	1.23	1.23	1.25	1.27	---	---
Lemons (7/10 bu. ctn.)												
Southern California area to:												
Atlanta	2.18	2.18	1.85	1.85	1.90	1.90	1.30	1.30	1.40	1.40	1.60	N/A
Chicago	1.45	1.45	1.30	1.30	1.35	1.35	1.35	1.35	1.40	1.40	1.60	N/A
New York City	2.25	2.25	2.00	2.00	2.00	2.00	1.90	1.90	1.90	1.90	2.10	N/A
Oranges (7/10 bu. ctn.)												
Southern California area to:												
Chicago	1.45	1.45	1.30	1.30	1.40	1.40	1.35	1.35	1.40	1.40	1.40	N/A
Dallas	1.30	1.30	1.20	1.20	1.22	1.22	.95	.95	1.00	1.00	1.05	N/A
New York City	2.25	2.25	2.00	2.00	2.00	2.00	1.90	1.90	1.90	1.90	2.10	N/A
Oranges (4/5 bu. ctn.)												
Lakeland, Florida area to:												
Atlanta	.32	.32	.32	.38	.38	---	.30	.30	.30	.32	.42	---
Chicago	.82	.82	.82	.82	.82	---	.88	.88	.88	.90	1.05	---
New York City	.88	.88	.88	.88	.88	---	.90	.92	.92	.95	1.12	---
Pittsburgh	.88	.88	.88	.88	.88	---	.90	.90	.92	.92	1.10	---
Strawberries (12 pt. tray)												
Southern California area to:												
Los Angeles	---	---	.22	.22	.22	.22	---	---	.22	.22	.22	N/A
New York City	---	---	1.25	1.25	1.25	1.25	---	---	1.15	1.15	1.15	N/A
New York City (air rate)	---	---	1.88	1.88	1.88	1.88	---	---	1.77	1.77	1.77	N/A

[1] Reported from a sample of shippers and/or truck brokers in specified areas for shipments during first week of month.

N/A = Not available.

Table 17—Citrus fruit: Production, 1973/74, 1974/75, and indicated 1975/76[1]

Crop and State	Boxes			Ton equivalent		
	Utilized		1975/76	Utilized		1975/75
	1973/74	1974/75		1973/74	1974/75	
	1,000 boxes[2]	*1,000 boxes*[2]	*1,000 boxes*[2]	*1,000 tons*	*1,000 tons*	*1,000 tons*
Oranges:						
Early, Midseason and Navel varieties[3]:						
California	21,900	28,000	27,000	821	1,050	1,013
Florida	92,100	96,600	98,800	4,145	4,347	4,446
Texas	4,200	2,930	3,800	179	125	162
Arizona	450	920	750	17	35	28
Total	118,650	128,450	130,350	5,162	5,557	5,649
Valencias:						
California	18,500	27,100	23,000	694	1,016	863
Florida	73,700	76,700	76,000	3,317	3,452	3,420
Texas	2,400	1,610	2,600	102	68	111
Arizona	2,960	4,050	2,700	111	152	101
Total	97,560	109,460	104,300	4,224	4,688	4,495
All Oranges:						
California	40,400	55,100	50,000	1,515	2,066	1,876
Florida	165,800	173,300	174,800	7,462	7,799	7,866
Texas	6,600	4,540	6,400	281	193	273
Arizona	3,410	4,970	3,450	128	187	129
Total oranges	216,210	237,910	234,650	9,386	10,245	10,144
Grapefruit:						
Florida all	48,100	44,600	49,000	2,045	1,896	2,083
Seedless	38,100	37,400	41,000	1,620	1,590	1,743
Pink	12,200	11,500	13,000	519	489	553
White	25,900	25,900	28,000	1,101	1,101	1,190
Other	10,000	7,200	8,000	425	306	340
Texas	10,700	7,300	11,000	428	292	440
Arizona	2,050	2,770	3,100	66	89	99
California	4,650	6,700	6,000	153	219	196
Desert Valleys	2,360	3,750	3,300	76	120	106
Other areas	2,290	2,950	2,700	77	99	90
Total grapefruit	65,500	61,370	69,100	2,692	2,496	2,818
Lemons:						
California	14,900	22,200	16,500	566	844	627
Arizona	2,900	7,200	2,400	110	274	91
Total lemons	17,800	29,400	18,900	676	1,118	718
Limes:						
Florida	1,050	1,100	1,080	42	44	43
Tangelos[4]:						
Florida	3,700	4,700	5,500	167	212	248
Tangerines:						
Florida	2,800	3,100	3,400	133	147	162
Arizona	680	610	650	26	23	24
California	1,360	1,540	1,500	51	58	56
Total tangerines	4,840	5,250	5,550	210	228	242
Temples:						
Florida	5,300	5,300	5,500	239	239	248
Total	314,400	345,030	340,280	13,412	14,582	14,461

[1] The crop year with bloom of the first year and ends with completion of harvest the following year. [2] Net content of box varies. Approximate averages are as follows: Oranges-California and Arizona, 75 lbs.; Florida, 90 lbs., Texas, 85 lbs.; Grapefruit-California, Desert Valleys, and Arizona, 64 lbs.; other California areas, 67 lbs.; Florida, 85 lbs. and Texas, 80 lbs.; Lemons, 76 lbs.; Limes-80 lbs.; Tangelos-90 lbs.; Tangerines-California and Arizona, 75 lbs.; Florida, 95 lbs.; and Temples-90 lbs.; [3] Navel and Miscellaneous varieties in California and Arizona. Early and Midseason varieties in Florida and Texas, including small quantities of tangerines in Texas. [4] Excludes K-early citrus fruit.

Table 18—Chilled citrus juices and fruit: Florida canners' stocks, packs, supplies, and movement, current season with comparisons

Item and season	Carryin	Pack		Supply		Movement		Stocks[1]
		To date[1]	Total season	To date[1]	Total season	To date[1]	Total season	
	1,000 gallons	*1,000 gallons*	*1,000 gallons*	*1,000 gallons*	*1,000 gallons*	*1,000 gallons*	*1,000 gallons*	*1,000 gallons*
Chilled juice:[3]								
Orange:								
1971/72	14,778	86,071	116,970	100,849	131,748	70,393	111,756	30,456
1972/73	19,992	86,718	125,683	106,710	145,675	79,114	127,255	27,596
1973/74	18,420	94,805	135,313	113,225	153,733	85,536	137,347	27,689
1974/75	16,386	102,421	154,478	118,807	170,864	94,252	154,085	24,555
1975/76	16,779	116,227		133,006		105,660		27,346
Grapefruit:								
1971/72	924	14,976	17,358	15,900	18,282	9,026	15,261	6,874
1972/73	3,021	13,366	16,071	16,387	19,092	10,092	16,871	6,295
1973/74	2,221	14,476	17,376	16,697	19,597	10,727	17,916	5,970
1974/75	1,681	16,230	20,535	17,911	22,216	11,886	20,768	6,025
1975/76	1,448	19,668		21,116		14,350		6,766
Chilled fruit:								
Grapefruit sections:								
1971/72	594	1,768	1,784	2,362	2,378	1,354	2,057	1,008
1972/73	321	2,031	2,051	2,352	2,372	1,283	1,989	1,069
1973/74	383	1,851	1,894	2,234	2,277	1,180	1,836	1,054
1974/75	441	1,616	1,634	2,057	2,075	1,071	1,737	986
1975/76	338	1,769		2,107		1,198		909
Orange sections:								
1971/72	671	736	819	1,407	1,490	794	1,063	613
1972/73	427	708	804	1,135	1,231	657	945	478
1973/74	286	577	756	863	1,051	533	804	330
1974/75	247	543	791	790	1,038	590	920	200
1975/76	118	826		944		673		271
Citrus salad:								
1971/72	975	3,603	3,822	4,578	4,797	2,870	4,485	1,708
1972/73	312	4,462	4,818	4,774	5,130	2,781	4,349	1,993
1973/74	781	4,038	4,268	4,819	5,049	2,657	4,163	2,162
1974/75	886	3,222	3,465	4,108	4,351	2,411	3,724	1,697
1975/76	627	3,801		4,428		2,224		2,204

[1] For 1975/76 season, week ending May 15; 1974/75 season, May 17; 1973/74, May 18; 1972/73, May 19; and 1971/72, May 20. These respective dates include data through the 33rd week of each season. [2] Pack data are from fruit and frozen concentrated juices, but exclude reprocessed single strength.

Compiled from Florida Canners Association reports.

Table 19—Canned citrus juices and fruit: Florida canners' packs, supplies, and movement, current season with comparisons

Item and season	Carryin	Pack		Supply		Movement		Stocks[1]
		To date[1]	Total season	To date[1]	Total season	To date[1]	Total season	
	1,000 cases, 24 No. 2's	*1,000 cases, 24 No. 2's*	*1,000 cases, 24 No. 2's*	*1,000 cases, 24 No. 2's*	*1,000 cases, 24 No. 2's*	*1,000 cases, 24 No. 2's*	*1,000 cases, 24 No. 2's*	*1,000 cases, 24 No. 2's*
Juices:								
Orange:								
1971/72	1,330	10,586	10,942	11,916	12,272	7,069	10,477	4,847
1972/73	1,795	11,077	13,670	12,872	15,465	7,635	12,578	5,237
1973/74	2,887	10,257	10,885	13,144	13,772	7,172	11,133	5,972
1974/75	2,639	9,843	10,737	12,482	13,376	7,318	11,349	5,164
1975/76	2,027	9,980		12,007		6,739		5,268
Grapefruit:								
1971/72	1,605	20,422	21,173	22,027	22,778	11,484	18,468	10,543
1972/73	4,310	17,970	19,059	22,280	23,369	11,406	19,166	10,874
1973/74	4,203	18,586	20,576	22,789	24,779	12,034	18,780	10,755
1974/75	5,999	15,367	15,951	21,366	21,950	11,125	18,129	10,241
1975/76	3,821	17,510		21,331		11,516		9,815
Grapefruit reconstituted:								
1971/72	233	270	520	503	753	348	600	155
1972/73	153	119	279	272	432	236	405	36
1973/74	27	144	160	171	187	94	153	77
1974/75	34	186	443	220	477	85	391	135
1975/76	86	220		306		297		9
Blend:								
1971/72	399	1,768	1,832	2,167	2,231	1,285	1,904	882
1972/73	327	1,801	1,898	2,128	2,225	1,195	1,823	933
1973/74	402	1,723	1,782	2,125	2,184	1,101	1,702	1,024
1974/75	482	1,375	1,493	1,857	1,975	1,079	1,699	778
1975/76	276	1,645		1,921		1,015		906
Tangerine:								
1971/72	18	16	16	34	34	26	31	8
1972/73	3	24	24	27	27	14	20	13
1973/74	7	18	18	25	25	12	19	13
1974/75	6	12	12	18	18	11	17	7
1975/76	1	19	19	20	20	14		6
Canned Fruits:								
Grapefruit sections:								
1971/72	666	2,745	2,752	3,411	3,418	1,907	2,978	1,504
1972/73	440	2,687	2,687	3,127	3,127	1,840	2,804	1,287
1973/74	323	3,027	3,027	3,350	3,350	1,767	2,645	1,583
1974/75	705	2,236	2,236	2,941	2,941	1,214	2,027	1,727
1975/76	914	1,602	1,602	2,516	2,516	1,185		1,331
Orange sections:								
1971/72	12	8	8	20	20	12	14	8
1972/73	6	18	18	24	24	8	17	16
1973/74	7	17	17	24	24	9	15	15
1974/75	9	18	18	27	27	12	19	15
1975/76	8	26	26	34	34	11		23
Citrus salad:								
1971/72	75	269	269	344	344	134	200	210
1972/73	144	131	131	275	275	128	203	147
1973/74	72	117	117	189	189	103	158	86
1974/75	31	206	206	237	237	90	152	147
1975/76	85	112	112	197	197	76		121

[1] For 1975/76 season, week ending May 15; 1974/75 season, May 17; 1973/74, May 18; 1972/73, May 19; and 1971/72, May 20. These respective dates include data through the 33rd week of each season.

Compiled from Florida Canners Association reports.

Table 20—Canned citrus juice: U.S. packs of selected items, 1974/75 and earlier seasons

Item and State	1970/71	1971/72	1972/73	1973/74	1974/75
	1,000 equivalent cases, 24 No. 2's				
Grapefruit:					
Florida	19,110	20,874	19,059	20,576	16,394
Texas	4,650	3,837	6,572	6,013	2,789
California-Arizona	2,233	2,066	2,631	2,412	2,446
Total	25,993	26,777	28,262	29,001	21,629
Orange:					
Florida	11,599	10,800	13,670	10,885	10,737
Texas	1,906	1,334	1,898	1,676	1,441
California—Arizona	1,947	1,718	1,484	1,258	1,115
Total	15,452	13,852	17,052	13,819	[1] 13,294
Blend:					
Florida	2,186	1,807	1,898	1,782	1,493
Texas	116	112	120	144	117
California-Arizona	198	64	117	56	113
Total	2,500	1,983	2,135	1,982	1,723

[1] Does not add due to rounding.

Table 21—U.S. monthly average price indexes for fruit

Item	1975										1976			
	Annual	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.
	(1967=100)													
Wholesale price index:														
Fresh fruit	157.8	167.4	167.7	185.7	163.0	154.1	151.3	141.1	148.0	151.5	154.7	158.8	150.9	160.1
Citrus fruit	137.9	132.2	143.1	150.2	141.8	145.9	127.1	150.3	135.8	141.1	129.6	136.7	128.1	139.9
Other fruit	164.8	179.9	176.4	198.3	170.6	156.9	159.9	137.7	152.3	155.2	165.1	167.9	160.3	168.2
Dried fruit	213.4	210.9	210.9	211.7	210.4	212.4	212.4	213.9	207.4	207.4	207.8	207.8	209.4	210.3
Canned fruit and juice	173.8	174.7	175.7	175.1	174.0	173.5	172.9	172.5	171.5	170.8	169.5	169.2	169.2	169.3
Canned fruit	168.3	170.1	171.0	170.9	168.7	167.2	166.0	165.7	164.7	164.3	163.6	162.3	162.5	163.3
Canned fruit juice	184.1	183.1	184.3	183.0	183.7	185.3	185.9	185.2	184.2	182.9	180.7	181.8	184.1	180.5
Frozen fruit and juice	156.5	155.2	155.2	155.2	154.9	154.9	154.9	159.9	161.1	161.1	161.1	159.4	159.4	161.9
Consumer price index:														
Fresh fruit	161.1	162.7	169.1	180.6	187.1	179.1	164.0	149.4	145.8	144.9	144.9	146.2	148.1	158.4
Index of fruit prices received by growers[1]	135	133	149	155	152	135	153	136	124	126	123	129	138	141

[1] Index for fresh and processed.

Table 22—United States monthly average fruit prices received by growers

Commodity and unit	1975									1976			
	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.
Apples for fresh use (cents/lb.)	12.80	14.30	15.30	14.40	11.90	11.70	9.30	8.70	8.70	8.50	8.30	9.10	10.0
Pears for fresh use ($/ton)	178.00	280.00	---	300.00	186.00	157.00	150.00	172.00	181.00	187.00	188.00	239.00	218.0
Peaches for fresh use (cents/lb.)	---	---	22.50	16.00	14.30	13.60	---	---	---	---	---	---	---
Strawberries for fresh use (cts./lb.)	40.50	31.90	35.60	35.40	35.10	38.10	31.70	38.10	---	---	58.50	49.40	46.50
Oranges for: ($/box)[1]													
Fresh use	2.63	3.03	3.65	3.36	2.69	3.90	2.91	2.77	3.22	3.13	2.32	2.46	2.39
Processing	1.35	1.62	1.63	1.54	-.21	-.21	.69	.91	1.51	1.72	1.90	2.00	2.12
All	1.61	1.80	1.86	1.90	1.37	2.02	1.76	1.51	1.82	1.83	1.93	2.09	2.16
Grapefruit for: ($/box)[1]													
Fresh use	3.49	4.11	3.92	4.36	3.33	2.82	2.78	2.52	2.50	2.37	2.31	2.40	2.37
Processing	.87	.75	.01	-.04	-.01	.06	.05	.34	.71	.68	.54	.66	.50
All	1.77	2.39	1.13	1.61	2.40	2.08	2.07	1.50	1.60	1.38	1.25	1.22	1.27
Lemons for: ($/box)[1]													
Fresh use	4.69	5.30	6.20	6.35	7.45	11.85	12.41	12.40	8.74	5.60	4.23	6.02	6.80
Processing	-.08	-.08	-.08	-.83	-.83	-.83	-.83	-1.00	-1.00	-1.00	-1.00	-1.00	-1.00
All	1.86	2.34	3.09	2.87	4.89	8.28	7.87	7.81	4.60	2.66	1.52	3.71	3.23
Tangerines for: ($/box)[1]													
Fresh use	4.90	5.02	---	---	---	---	7.85	5.75	5.13	4.44	5.53	5.73	4.66
Processing	-.47	-.63	---	---	---	---	-2.30	-1.53	-1.17	-1.22	-.57	.55	-.50
All	3.09	3.62	---	---	---	---	5.37	3.65	3.35	2.20	3.27	4.15	1.14

[1] Equivalent on-tree returnns.

Table 23—Fruit, per capita consumption: Fresh-weight equivalent, average 1950-54 and 1955-59, annual 1960-75[1]

Year	Citrus						Apples						Other fruit						All fruit[4]
	Fresh[2]	Canned[2]	Canned juice[2]	Chilled[3]	Frozen	Total	Fresh[4]	Canned	Canned juice	Frozen	Dried	Total	Fresh	Canned	Canned juice	Frozen	Dried	Total	
	Pounds	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*
1950-54 av.	43.7	1.7	17.9	---	19.8	83.1	22.2	3.6	0.9	0.5	1.0	28.2	45.2	19.6	6.7	2.5	12.7	86.8	198.0
1954-59 av.	36.6	1.9	13.7	3.1	30.5	85.8	20.3	4.4	1.1	.7	.8	27.3	40.1	19.9	8.6	3.1	11.5	83.2	196.2
1960	33.7	2.0	11.6	4.4	34.2	85.9	18.3	4.8	1.4	.7	.8	26.0	41.4	19.3	9.0	3.1	10.8	83.6	195.5
1961	30.8	1.8	10.7	3.7	32.1	79.1	16.4	5.0	1.5	.6	.8	24.3	41.4	19.4	8.0	3.2	10.4	82.4	185.8
1962	29.5	1.9	10.5	4.5	37.2	83.6	17.4	4.8	1.6	.5	.8	25.1	36.5	18.8	8.0	3.5	10.6	77.4	186.1
1963	22.1	1.3	10.7	3.5	25.1	62.7	16.7	5.1	1.9	.7	.9	25.3	35.7	19.0	9.6	3.5	10.2	78.0	166.0
1964	26.2	1.7	8.7	3.5	23.5	63.6	17.9	5.1	2.3	.7	.6	26.6	34.7	18.6	8.3	3.3	10.2	75.1	165.3
1965	29.1	1.8	8.1	4.4	29.6	73.0	16.3	5.4	2.4	.8	.7	25.6	35.7	18.8	7.6	3.3	10.4	75.8	174.4
1966	29.1	2.0	9.5	7.1	28.0	75.7	16.1	4.5	1.8	.7	.9	24.0	36.3	18.7	8.5	3.2	10.6	77.3	177.0
1967	31.6	2.2	11.1	9.3	40.0	94.2	16.2	5.1	2.1	.9	1.0	25.3	33.2	18.0	7.0	3.3	10.4	71.9	191.4
1968	26.2	2.1	10.5	8.9	34.3	82.0	15.7	4.9	2.6	.8	.9	24.9	36.3	17.9	8.0	3.4	9.9	75.5	182.4
1969	28.2	1.7	14.6	8.7	34.5	87.7	14.9	5.0	3.7	.9	1.1	25.6	35.6	20.1	8.0	3.3	9.6	76.6	189.9
1970	28.6	1.8	13.4	9.8	41.4	95.0	18.3	5.2	4.1	.8	1.2	29.6	34.3	18.9	7.7	2.9	9.4	73.2	197.8
1971	29.2	2.0	15.1	9.8	41.2	97.3	16.2	5.0	5.0	.9	.7	27.8	34.4	17.8	7.4	3.2	9.4	72.2	197.3
1972	27.2	1.7	16.7	10.6	43.2	99.4	17.4	4.8	4.0	1.1	.5	27.8	32.4	17.7	6.7	3.1	8.5	68.4	195.6
1973	27.3	1.7	16.1	10.8	48.1	104.0	14.5	4.7	4.0	1.0	.8	25.0	33.8	17.5	7.8	3.0	7.6	69.7	198.7
1974	27.3	1.7	15.7	10.6	53.6	108.9	15.9	4.4	3.9	.6	1.1	25.9	35.2	15.9	6.2	2.5	8.7	68.5	203.3
1975[5]	28.9	1.4	16.1	11.4	57.2	115.0	17.4	4.3	4.1	.9	1.0	27.7	35.7	15.3	5.8	3.0	8.9	68.7	211.4

[1] Excludes quantities consumed as baby food. Unless otherwise noted, data represent a calendar year (adjustments to a calendar year, when necessary, were made by combining proportional parts of each pack year involved). Civilian consumption only. Beginning 1960, includes Alaska and Hawaii. [2] Crop and pack year beginning October or November prior to year indicated. [3] 1954-59 average includes juice beginning 1955 and fruit beginning 1956. [4] Includes only apples grown in commercial areas. [5] Preliminary.

Note: See September 1970 (TFS-176) *Fruit Situation* for annual data prior to 1960.

Table 24—Fresh fruit: Per capita consumption, fresh weight basis, average 1950-54 and 1955-59, annual 1960-75[1]

Year	Citrus fruit							Noncitrus fruit				
	Oranges	Tangerines	Tangelos	Lemons	Limes	Grapefruit	Total citrus	Apples	Apricots	Avocados	Bananas	Cherries
	Pounds	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*
1950-54 av.	27.1	2.1	---	3.8	0.15	10.5	43.7	22.2	0.4	0.5	20.1	0.7
1955-59 av.	21.3	1.7	[2]0.14	3.1	.14	10.2	36.6	20.3	.3	.6	17.8	.5
1960	19.3	1.2	.2	2.9	.12	10.0	33.7	18.3	.21	.4	20.5	.4
1961	16.1	1.8	.2	2.8	.12	9.8	30.8	16.4	.20	.6	20.0	.5
1962	15.6	1.6	.4	2.8	.11	9.0	29.5	17.4	.20	.5	16.4	.5
1963	11.9	.9	.3	2.5	.13	6.4	22.1	16.7	.16	.6	16.7	.4
1964	14.3	1.4	.3	2.6	.12	7.5	26.2	17.9	.20	.3	16.9	.6
1965	16.4	1.5	.4	2.4	.14	8.3	29.1	16.3	.10	.6	17.9	.4
1966	16.4	1.4	.5	2.3	.12	8.4	29.1	16.1	.17	.8	18.3	.5
1967	18.0	1.6	.6	2.3	.10	9.0	31.6	16.2	.11	.5	18.3	.5
1968	14.1	1.2	.6	2.2	.14	8.0	26.2	15.7	.11	.7	18.5	.5
1969	16.3	1.3	.5	2.1	.15	7.8	28.2	14.9	.11	.5	17.9	.6
1970	16.3	1.2	.6	2.1	.17	8.2	28.6	18.3	.14	.8	17.6	.6
1971	16.1	1.4	.7	2.2	.16	8.6	29.2	16.2	.14	.5	18.2	.7
1972	14.6	1.3	.7	1.8	.19	8.6	27.2	17.4	.08	.9	18.1	.3
1973	14.8	1.2	.6	1.9	.19	8.6	27.3	14.5	.09	.7	18.4	.7
1974	14.8	1.3	.7	2.0	.19	8.3	27.3	15.9	.06	1.2	18.7	.5
1975[3]	16.0	1.3	1.0	2.0	.20	8.4	28.9	17.4	.11	.9	17.8	.7

Year	Noncitrus fruit (continued)											Total fruit
	Cranberries	Figs	Grapes	Nectarines	Peaches	Pears	Pineapple	Papayas	Plums and prunes	Strawberries	Total noncitrus	
	Pounds	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*
1950-54 av.	0.3	0.04	5.4	0.2	9.7	4.0	0.5	---	1.8	1.5	67.4	111.1
1955-59 av.	.3	.03	4.3	.3	8.8	3.5	.6	---	1.6	1.5	60.3	96.9
1960	.24	.02	3.9	.5	9.5	2.6	.6	.06	1.2	1.3	59.7	93.4
1961	.29	.02	3.5	.6	9.7	2.6	.4	.08	1.3	1.6	57.8	88.6
1962	.28	.02	4.0	.5	8.1	2.6	.4	.07	1.3	1.6	53.9	83.4
1963	.22	.02	4.0	.6	7.6	2.0	.4	.06	1.3	1.6	52.4	74.5
1964	.22	.02	3.6	.7	6.0	2.4	.5	.09	1.5	1.7	52.6	78.8
1965	.19	.02	3.9	.7	6.8	1.8	.5	.08	1.4	1.3	52.0	81.1
1966	.17	.02	3.8	.7	6.2	2.4	.5	.08	1.2	1.4	52.4	81.5
1967	.14	.01	3.1	.5	4.9	1.8	.5	.10	1.3	1.5	49.4	81.0
1968	.15	.02	3.4	.6	6.6	2.0	.5	.10	1.3	1.8	52.0	78.2
1969	.17	.01	3.1	.6	6.8	2.3	.6	.08	1.1	1.7	50.5	78.7
1970	.18	.01	2.5	.6	5.7	2.1	.7	.12	1.5	1.8	52.6	81.2
1971	.20	.01	2.1	.6	5.7	2.3	.7	.10	1.3	1.9	50.6	77.1
1972	.15	.03	1.8	.8	4.1	2.4	.8	.11	1.1	1.7	49.8	77.0
1973	.19	.04	2.1	.8	4.4	2.5	1.0	.14	1.2	1.6	48.3	75.6
1974	.15	.05	2.3	1.0	4.3	2.3	1.0	.17	1.6	1.8	51.1	78.4
1975[3]	.17	.03	2.5	1.0	5.1	2.8	1.1	.17	1.5	1.8	53.1	82.0

[1] All data on calendar-year basis with exception of citrus fruits, which start October or November prior to year indicated. Civilian consumption only. Beginning 1960, includes Alaska and Hawaii. [2] Three-year average. [3] Preliminary.

Note: See September 1970 (TFS-176) *Fruit Situation* for annual data prior to 1960.

Table 25—Canned and chilled fruit: Per capita consumption, product weight basis, average 1950-54 and 1955-59, annual 1960-75[1]

Year	Canned fruit														Chilled citrus sections[2]
	Apples and apple-sauce	Apricots	Berries	Cherries	Cran-berries	Figs	Salad and cocktail	Peaches (in-cluding spiced)	Pears	Pineapple	Plums and prunes	Olives	Citrus sections	Total	
	Pounds	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*
1950-54 av.	2.5	1.0	0.4	1.5	0.8	0.14	2.2	5.3	1.6	3.2	0.4	0.8	0.9	20.7	---
1955-59 av.	3.1	1.0	.3	1.3	.8	.13	2.6	5.7	1.8	3.3	.4	.8	1.0	22.3	[3]0.2
1960	3.4	1.1	.20	1.1	.6	.09	2.7	6.1	2.0	3.2	.3	.8	1.0	22.6	.4
1961	3.6	1.2	.18	1.2	1.0	.08	2.7	6.2	1.8	3.1	.2	1.0	.9	23.2	.4
1962	3.4	.9	.19	1.2	.8	.08	2.8	6.4	2.1	2.8	.4	.8	.9	22.8	.4
1963	3.6	1.1	.14	1.0	.8	.07	2.8	6.6	2.0	3.2	.3	.8	.6	23.0	.3
1964	3.7	1.0	.14	1.3	.7	.07	2.6	6.6	1.6	3.2	.3	1.0	.8	23.0	.4
1965	3.8	1.1	.14	1.1	.8	.09	2.9	6.7	1.9	3.1	.3	.7	.9	23.5	.3
1966	3.3	1.1	.16	1.0	.8	.09	3.0	6.2	1.9	3.1	.4	.8	1.0	22.9	.5
1967	3.7	.9	.18	.8	.8	.07	2.7	6.1	1.8	3.1	.4	.9	1.1	22.6	.5
1968	3.5	.9	.14	.7	.9	.07	2.8	5.7	1.4	3.7	.3	.7	1.1	21.9	.4
1969	3.6	.9	.13	1.0	.8	.04	3.2	6.9	2.0	3.4	.3	1.2	.8	24.2	.4
1970	3.7	1.0	.10	.9	.9	.05	3.2	5.9	2.0	3.3	.3	1.1	.9	23.3	.4
1971	3.6	1.0	.11	.9	.8	.04	2.7	5.4	2.0	3.3	.3	.9	.9	21.9	.3
1972	3.5	.7	.12	.8	.8	.09	2.6	5.7	2.0	3.4	.2	.7	.8	21.4	.3
1973	3.4	.8	.13	.8	1.0	---	3.0	4.9	2.2	3.4	.2	.7	.8	21.3	.3
1974	3.1	.6	.09	.7	.9	---	2.7	5.0	1.9	2.8	.2	.9	.9	19.8	.3
1975[4]	3.2	.5	.13	.8	.8	---	2.6	4.9	1.8	2.6	.2	.8	.7	19.0	.3

[1] Civilian consumption only. Beginning 1960, includes Alaska and Hawaii. [2] Produced commercially in Florida. [3] Four-year average. [4] Preliminary.

Note: See September 1970 (TFS-176) *Fruit Situation* for annual data prior to 1960.

Table 26—Canned and chilled fruit juices (excluding frozen): Per capita consumption, product weight basis, average 1950-54 and 1955-59, annual 1960-75[1]

Year	Canned														Chilled[2]		
	Citrus							Apple	Fruit nectars	Grape	Pineapple		Prune	Total	Orange	Grapefruit	Total
	Orange	Grapefruit	Blended orange and grapefruit	Lemon and lime	Tangerine	Citrus concentrate[3]	Total				Single strength	Concentrate[3]					
	Pounds	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*
1950-54 av. .	3.39	2.21	1.00	0.08	0.16	1.69	8.54	0.56	0.70	0.66	2.47	---	0.90	13.83	---	---	---
1955-59 av. .	2.48	1.93	.65	.12	.08	1.42	6.65	.72	1.13	.76	2.42	[4]1.12	1.08	13.43	1.44	[5]0.05	1.47
1960	2.12	1.51	.51	.13	.07	1.45	5.79	.89	1.06	.76	2.15	1.25	1.06	12.96	2.10	.02	2.12
1961	1.70	1.39	.45	.13	.06	1.52	5.25	.95	.52	.71	2.07	1.19	1.05	11.74	1.65	.03	1.68
1962	1.92	1.48	.47	.13	.06	1.05	5.11	1.06	.52	.65	2.09	1.18	1.06	11.66	2.19	.08	2.27
1963	1.69	1.30	.42	.13	.04	1.70	5.28	1.21	.36	.63	2.61	1.74	1.11	12.94	1.14	.03	1.17
1964	1.17	1.09	.30	.11	.04	1.61	4.32	1.49	.28	.65	1.97	1.64	1.11	11.46	1.29	.07	1.36
1965	1.24	1.39	.30	.10	.02	.97	4.02	1.53	.38	.74	1.84	1.19	1.16	10.86	1.90	.05	1.95
1966	1.53	1.73	.34	.10	.02	.99	4.71	1.17	.40	.63	1.92	1.73	1.10	11.66	3.04	.14	3.18
1967	1.57	2.33	.39	.10	.02	1.08	5.49	1.35	.39	.67	1.76	.96	1.09	11.71	4.15	.23	4.38
1968	1.19	2.22	.32	.10	.01	1.35	5.19	1.69	.37	.55	2.14	1.51	.75	12.20	3.96	.24	4.20
1969	1.30	2.94	.33	.10	.01	2.55	7.23	2.41	.41	.54	1.61	1.83	1.10	15.13	3.87	.30	4.17
1970	1.75	2.98	.33	.10	.01	1.45	6.62	2.67	.70	.58	1.60	1.37	1.11	14.65	4.35	.34	4.69
1971	1.60	3.27	.30	.10	.005	2.18	7.45	3.25	.68	.70	1.54	1.20	1.09	15.91	4.35	.43	4.78
1972	1.47	3.28	.25	.10	.01	3.24	8.35	2.63	.56	.54	1.67	1.11	.67	15.53	4.58	.62	5.20
1973	1.67	3.46	.23	.11	.003	2.52	7.99	2.58	.51	.56	2.04	1.25	.99	15.92	4.70	.55	5.25
1974	1.47	3.55	.21	.10	.002	2.46	7.79	2.57	.53	.67	1.18	1.17	.73	14.64	4.68	.53	5.21
1975[6]	1.54	3.41	.22	.12	.003	2.63	7.92	2.65	.79	.59	1.08	.84	.83	14.70	5.07	.62	5.69

[1] Civilian consumption only. Calendar-year basis except for citrus juices which are on a pack-year basis beginning prior to year indicated. Beginning 1960, includes Alaska and Hawaii. [2] Chilled fruit juice produced commercially from fresh fruit in Florida; does not include reconstituted frozen juice or fresh juice produced for local sale. [3] Single-strength equivalent. [4] Three-year average. [5] Four-year average. [6] Preliminary.

Note: See September 1970 (TFS-176) *Fruit Situation,* for annual data prior to 1960.

Table 27—Frozen fruit: Per capita consumption, product weight basis, average 1950-54 and 1955-59, annual 1960-75[1]

Year	Black-berries	Blue-berries	Rasp-berries	Straw-berries	Other berries	Apples	Apricots	Cherries	Grapes and pulp	Peaches	Miscel-laneous[2]	Total
	Pounds	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*
1950-54 av.	0.08	0.10	0.18	1.19	0.11	0.27	0.04	0.59	[3]0.05	0.18	0.12	2.89
1955-59 av.	.09	.14	.20	1.53	[3].14	.41	.04	.63	.09	.22	.22	3.68
1960	.14	.10	.21	1.28	.12	.40	.07	.71	.03	.24	.20	3.50
1961	.10	.16	.20	1.38	.08	.37	.06	.64	.12	.27	.19	3.57
1962	.14	.19	.17	1.42	.11	.32	.06	.74	.08	.30	.23	3.76
1963	.14	.21	.17	1.56	.09	.41	.07	.71	.08	.32	.14	3.90
1964	.12	.18	.17	1.31	.07	.44	.06	.62	.12	.24	.26	3.59
1965	.07	.19	.13	1.39	.07	.45	.06	.78	.06	.32	.16	3.68
1966	.07	.15	.15	1.40	.03	.39	.10	.74	.05	.30	.17	3.55
1967	.12	.17	.17	1.40	.07	.55	.10	.54	.05	.30	.23	3.70
1968	.17	.25	.18	1.42	.12	.49	.08	.53	.12	.29	.19	3.84
1969	.14	.21	.14	1.42	.10	.54	.06	.60	.07	.29	.20	3.77
1970	.11	.21	.16	1.18	.06	.48	.06	.61	.03	.26	.17	3.33
1971	.17	.18	.16	1.40	.07	.54	.07	.68	.01	.25	.16	3.69
1972	.11	.18	.12	1.36	.06	.67	.05	.64	.01	.31	.15	3.66
1973	.08	.16	.10	1.19	.05	.62	.08	.83	.04	.22	.16	3.53
1974	.06	.14	.09	1.13	.05	.34	.06	.50	.01	.28	.13	2.79
1975[4]	.09	.23	.11	1.54	.04	.53	.08	.50	.01	.33	.13	3.59

[1] Civilian consumption only. Beginning 1960, includes Alaska and Hawaii. [2] Includes plums, prunes, pineapple, noncitrus purees, and miscellaneous fruit and berries. [3] Four-year average. [4] Preliminary.

Note: See September 1970 (TFS-176) *Fruit Situation* for annual data prior to 1960.

Table 28—Frozen citrus juices: Per capita consumption, product weight and single strength basis, average 1950-54 and 1955-59, annual 1960-75[1]

Year	Orange		Grapefruit		Blend		Lemon	
	Product weight	Single strength	Product weight	Single strength	Product weight	Single strength	Product weight	Single strength
	Pounds	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*
1950-54 av.	2.65	9.32	0.06	0.22	0.04	0.14	0.07	0.13
1955-59 av.	3.96	13.94	.14	.51	.04	.14	.10	.25
1960	4.43	15.62	.16	.56	.03	.11	.12	.35
1961	4.34	15.30	.14	.49	.01	.04	.05	.13
1962	5.10	17.98	.16	.56	.01	.04	.05	.13
1963	3.36	11.84	.12	.42	.01	.04	.06	.16
1964	3.00	10.58	.13	.46	.004	.014	.05	.15
1965	4.00	14.10	.15	.53	.01	.04	.05	.13
1966	3.82	13.47	.16	.56	.003	.011	.04	.09
1967	5.53	19.49	.22	.78	.002	.007	.05	.13
1968	4.83	17.03	.15	.53	.001	.004	.04	.09
1969	4.88	17.20	.14	.49	.001	.004	.04	.09
1970	5.85	20.62	.21	.74	.001	.004	.03	.06
1971	5.77	20.34	.23	.81	.001	.004	.03	.06
1972	5.96	21.01	.31	1.09	.001	.004	.04	.09
1973	6.75	23.79	.32	1.13	([2])	([2])	.03	.06
1974	7.61	26.83	.34	1.20	([2])	([2])	.03	.06
1975[3]	7.96	28.06	.35	1.23	([2])	([2])	.06	.14

Year	Lemonade base		Limeade		Tangerine		Total	
	Product weight	Single strength	Product weight	Single strength	Product weight	Single strength	Product weight	Single strength
	Pounds	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*
1950-54 av.	0.31	0.23	---	---	[4]0.02	[4]0.09	3.14	10.11
1955-59 av.	.64	.48	0.05	0.18	.04	.15	4.97	15.64
1960	.76	.56	.04	.14	.04	.14	5.58	17.48
1961	.61	.45	.04	.14	.05	.18	5.24	16.73
1962	.48	.36	.04	.14	.08	.28	5.92	19.49
1963	.44	.33	.02	.07	.05	.18	4.06	13.04
1964	.51	.38	.06	.21	.05	.18	3.80	11.96
1965	.51	.38	.02	.07	.05	.18	4.79	15.43
1966	.44	.33	.02	.07	.05	.18	4.53	14.70
1967	.48	.36	.03	.11	.05	.18	6.36	21.05
1968	.41	.30	.02	.07	.04	.14	5.49	18.16
1969	.39	.29	.02	.07	.04	.14	5.51	18.28
1970	.33	.24	.03	.11	.05	.18	6.50	21.95
1971	.35	.26	.04	.14	.05	.18	6.47	21.79
1972	.38	.28	.04	.14	.05	.18	6.78	22.79
1973	.47	.35	.02	.07	.05	.18	7.64	25.58
1974	.43	.32	.01	.04	.04	.14	8.46	28.59
1975[3]	.61	.45	.04	.14	.05	.18	9.07	30.20

[1] Civilian consumption. Beginning 1960, includes Alaska and Hawaii. Product weight includes concentrated and single strength juices. Concentrated fruit juices converted to single strength on basis of 3.525 pounds to 1; lemonade base, 0.84 to 1 through 1952 and 0.74 beginning 1953. [2] Negligible. [3] Preliminary. [4] Three-year average.

Note: See September 1970 (TFS-176) *Fruit Situation* for annual data prior to 1960.

Table 29—Dried fruit: Per capita consumption, product weight basis, pack years, average 1950-54 and 1955-59, annual 1960-75[1]

Pack year	Apples	Apricots	Dates[2]	Figs	Peaches	Pears	Prunes[3]	Raisins	Total
	Pounds	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*
1950-54 average	0.12	0.12	0.51	0.32	0.11	0.009	0.92	1.75	3.86
1955-59 average	.10	.08	.49	.32	.07	.007	.75	1.59	3.42
1960	.10	.07	.45	.34	.06	.006	.62	1.42	3.07
1961	.09	.07	.34	.33	.05	.003	.62	1.60	3.10
1962	.12	.05	.36	.26	.06	.004	.68	1.47	3.00
1963	.08	.06	.37	.30	.05	.003	.58	1.49	2.93
1964	.09	.06	.31	.27	.04	.003	.67	1.45	2.89
1965	.09	.06	.31	.33	.05	.001	.59	1.54	2.97
1966	.15	.06	.31	.27	.04	.001	.54	1.64	3.01
1967	.10	.05	.31	.20	.03	.003	.56	1.52	2.77
1968	.11	.06	.27	.25	.03	.001	.66	1.44	2.82
1969	.18	.05	.21	.16	.004	.001	.57	1.47	2.64
1970	.11	.06	.28	.23	.02	.002	.68	1.34	2.72
1971	.06	.07	.31	.19	.02	.005	.59	1.35	2.59
1972	.08	.05	.29	.12	.03	.004	.49	.96	2.02
1973	.15	.04	.30	.13	.01	.002	.56	1.40	2.59
1974	.11	.03	.26	.20	.01	.002	.47	1.35	2.43
1975[4]	.15	.05	.32	.13	.02	.003	.56	1.48	2.71

[1] Production begins midyear. Civilian consumption only. Beginning 1950, includes Alaska and Hawaii. [2] Pits-in basis. [3] Excludes quantities used for juice. [4] Preliminary.

Note: See September 1970 (TFS-176) *Fruit Situation* for annual data prior to 1960.

CALIFORNIA-ARIZONA FRESH ORANGES: MARKETING PATTERNS, PRICES, COSTS, MARGINS, AND GROWER RETURNS

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ABSTRACT: About one-fifth of the 1974/75 U.S. orange crop was used fresh. California and Arizona supplied two-thirds of the U.S. fresh crop that season. This report discusses trends in production and consumption of all oranges; marketing patterns for fresh California-Arizona oranges; and prices, costs, margins, and grower returns for fresh California-Arizona navel and Valencia oranges sold in New York City.

KEYWORDS: Oranges, California-Arizona, production, consumption, marketing, prices, margins, grower returns.

U.S. per capita consumption of fresh oranges, after declining steadily since the introduction of frozen concentrated orange juice in the early 1940's, has leveled off since 1961 and averaged between 14 and 16 pounds in 13 of the last 15 years. Consumption of frozen concentrated orange juice per person continued to increase rapidly during this period, reaching a record high of 28.1 pounds (single strength) in 1975.

Commercial orange production is reported in only four States—Florida, California, Arizona, and Texas. Florida is by far the largest producer, accounting for 75-80 percent of the U.S. crop each season in the last decade. Orange production in Florida increased sharply during this period, reaching a record high 7.8 million tons in 1974/75 (table 1). However, an increasingly large share of Florida's orange crop was processed each season. Fresh use represented only 7 percent of Florida's 1974/75 crop; down from 16 percent in 1965/66.

California, the No. 2 orange producing State, utilized more oranges fresh than Florida in each season except 1967/68. California produces only about 15-20 percent of the U.S. orange crop, but 60-70 percent of California's crop is used fresh. Arizona produces about 2 percent of the U.S. orange crop each season. More than half of Arizona's orange are used fresh. California and Arizona fresh oranges, marketed collectively under two Federal marketing orders, represented over 60 percent of the U.S. orange crop used fresh in recent seasons.

Although production and fresh use of California-Arizona navel and Valencia oranges fluctuated widely from season to season during 1965/66-1974/75, orange production trended upward during the period with Valencia production increasing most (table 2). The quantity of California-Arizona navel oranges used fresh also trended upward while Valencia oranges used fresh did not show any significant trend during the 10 seasons. Three-fourths or more of the navel orange crop was used fresh in most seasons while about 50-60 percent of the Valencia orange crop was used fresh.

Marketing Patterns

California-Arizona fresh orange unloads were fairly evenly distributed among U.S. regions, with the exception of the South.[1] One-third of the 1972-

[1] Based on unload data from the Agricultural Marketing Service (AMS) for calendar 1962 through 1974. These data identify the source of monthly rail and truck unloads in 41 major U.S. cities. Carlots were converted to tons using AMS conversion factors to allow for different carlot weights during the period.

Table 1—Oranges: Production and fresh use, selected States and United States, 1965/66-1974/75

Season	Production				Fresh use			
	Florida	California	Arizona	United States	Florida	California	Arizona	United States
	1,000 tons	*1,000 tons*	*1,000 tons*	*1,000 tons*	*1,000 tons*	*1,000 tons*	*1,000 tons*	*1,000 tons*
1965/66	4,316	1,346	89	5,808	692	946	61	1,750
1966/67	6,278	1,380	144	7,924	804	1,005	86	1,978
1967/68	4,522	718	114	5,436	769	440	93	1,369
1968/69	5,836	1,661	197	7,898	599	989	124	1,809
1969/70	6,196	1,462	174	8,023	597	994	90	1,790
1970/71	6,404	1,406	134	8,223	628	965	49	1,784
1971/72	6,165	1,628	184	8,237	505	1,028	76	1,726
1972/73	7,636	1,579	190	9,737	550	904	108	1,698
1973/74	7,461	1,515	128	9,386	499	1,099	79	1,778
1974/75	7,798	2,066	186	10,245	603	1,335	111	2,151

Table 2—Oranges, California-Arizona: Production and fresh use, by variety, 1965/66-1974/75

Season	Navel and miscellaneous		Valencia	
	Production	Fresh use	Production	Fresh use
	*1,000 cartons**	*1,000 cartons**	*1,000 cartons**	*1,000 cartons**
1965/66	38,420	29,828	38,120	23,902
1966/67	35,650	30,514	45,650	27,648
1967/68	19,900	12,632	24,480	15,800
1968/69	39,500	30,358	59,620	28,972
1969/70	44,380	33,458	42,880	24,364
1970/71	37,320	30,548	44,800	23,530
1971/72	46,400	34,476	50,200	24,428
1972/73	39,520	26,448	54,800	27,490
1973/74	44,700	35,498	42,920	27,296
1974/75	57,840	42,000	62,300	35,100

*37.5 pounds net weight per carton.

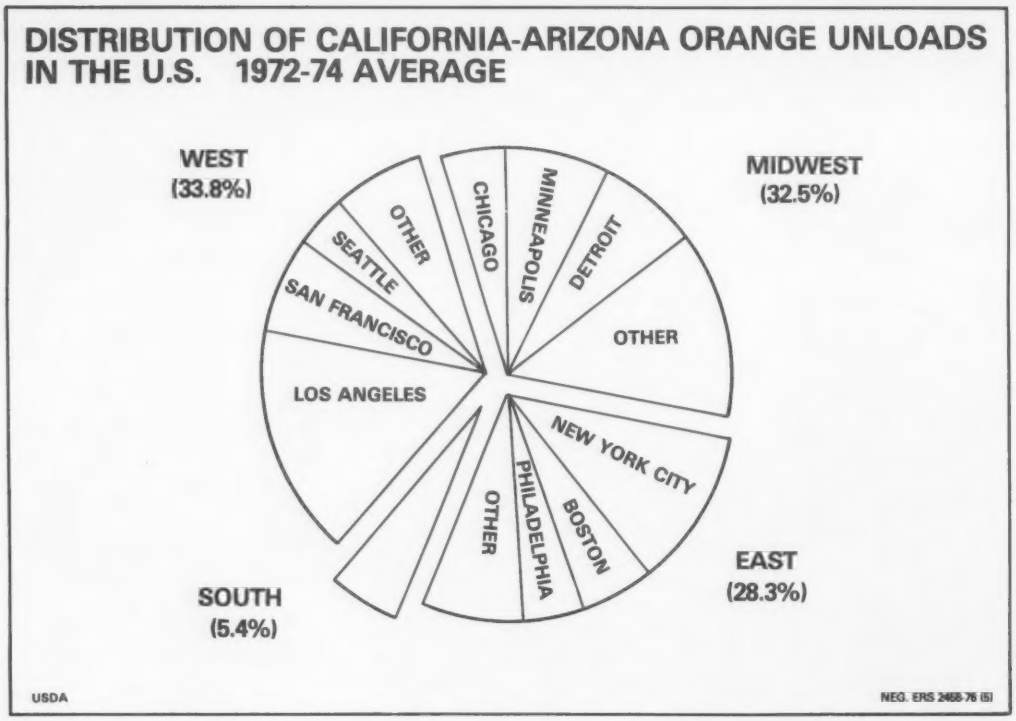
74 rail and truck unloads were in western cities, with Los Angeles alone taking 16 percent (figure 1). The Midwest absorbed nearly one-third of the unloads with Chicago, Minneapolis, and Detroit accounting for most of the midwestern unloads. The East received 28 percent, with 11 percent in New York City. Only 5 percent were unloaded in the South, reflecting strong competition from Florida oranges.

U.S. unloads of California-Arizona fresh oranges in 1972-74 were almost one-third more than in 1962-64 (figure 2). Gains were made in all regions except the East. The Midwest experienced the largest gain (62 percent) and advanced from third to second most important region for California-Arizona oranges. The West, with a 50-percent increase, moved from second to first in importance. In contrast, eastern unloads declined about 4 percent and the region fell from first to third in importance.

Trucks are playing an increasingly important role in moving California-Arizona oranges to market. About three-fifths of the 41 city unloads arrived by truck in 1972-74, up from two-fifths in 1962-64 (figure 3). The proportion of truck use rose in each region, with the largest increase occurring in the Midwest.

As expected, the importance of truck use in shipping California-Arizona oranges decreased with the distance from the production area. Virtually all western unloads arrived by truck in 1972-74, compared with less than a tenth to such major eastern markets as Boston, Buffalo, New York City, Philadelphia, and Providence. The heavy use of trucks in shipping to the South probably results from a lack of adequate rail facilities or adequate rail service.

Figure 4 shows monthly orange unloads in New York City for 1972-74 by place of origin. Essentially all New York City orange supplies are from Florida or California-Arizona. Florida orange supplies are particularly heavy during the winter and spring, drop sharply in the summer, and increase again in late fall with the beginning of a new season. California-Arizona orange supplies are more evenly distributed throughout the year, with slightly heavier supplies during the navel orange season—December through May.



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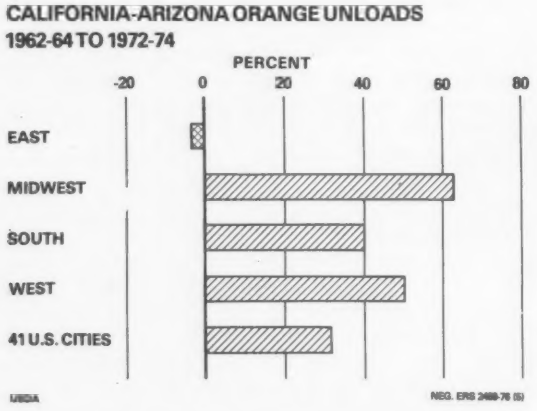

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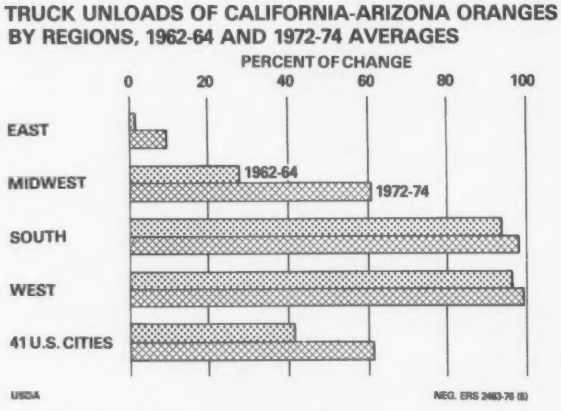

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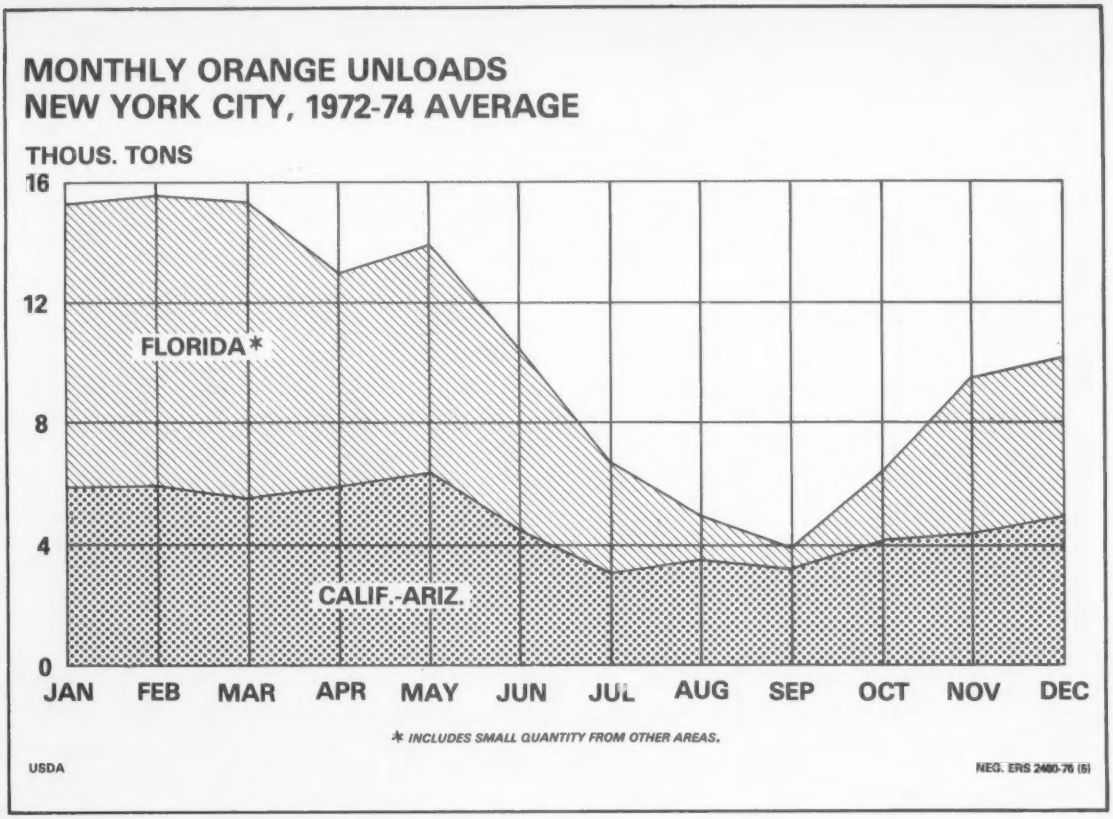

Figure 4

Prices and Margins

Data used in this section are taken from a continuing ERS study of fruit and vegetable costs and margins. In this study, California navel and Valencia oranges are priced at two levels—California shipping points and retail in New York City. Retail prices are collected monthly by the Bureau of Labor Statistics in a sample of retail stores on Tuesday, Wednesday, and Thursday during the first week of the month containing a Tuesday. The shipping point price used is an average of daily prices for the week preceding the retail pricing week. Weekly average shipping point prices are reported by the Navel and Valencia Orange Administrative Committees. Monthly retail and shipping point prices are weighted by monthly carlot unloads of California-Arizona oranges in New York City to obtain the average price for the season. Seasons used are December through May for navel oranges and May through November for Valencia oranges.

The retail value of a carton of California-Arizona oranges is the return to the retailer for salable oranges (retail price minus 3 percent allowance for spoilage lost during the marketing process). Transportation costs are based on rail rates from Santa Paula, California, to New York City. Grower returns are derived from shipping point price by deducting the picking, hauling, packing, and selling costs published by the Statistical Reporting Service. The wholesale and retail margin is derived by deducting the shipping point price plus transportation costs from the retail value. This margin represents payment for wholesaling (assembly and warehousing), intra-city transportation, and retailing. These functions may be performed by one or more firms.

Navel Oranges

The season average retail price of California-Arizona navel oranges in New York City was 30 cents a pound in 1974/75, about 10 cents a pound higher than in 1965/66 (table 3). Retail price fluctuated some during the period, but on the average increased about 1 cent per pound per season.

Table 3—California-Arizona Navel oranges: Seasonal average prices, margins, costs and returns, New York City, 1965/66-1974/75[1]

Season	Retail price per pound	Retail value per carton[2]	Wholesale and retail margin		Transportation costs[3]		Picking, hauling, packing and selling costs[4]		Derived grower returns[5]	
			Per carton	Percentage of retail value	Per carton	Percentage of retail value	Per carton	Percentage of retail value	Per carton	Percentage of retail value
	Cents	*Dollars*	*Dollars*	*Percent*	*Dollars*	*Percent*	*Dollars*	*Percent*	*Dollars*	*Percent*
1965/66	20.3	7.38	3.81	51	.95	13	1.17	16	1.45	20
1966/67	20.2	7.35	3.72	51	.95	13	1.20	16	1.48	20
1967/68	26.8	9.75	4.26	44	.97	10	1.45	15	3.07	31
1968/69	23.2	8.44	4.55	54	1.00	12	1.43	17	1.46	17
1969/70	23.6	8.58	4.72	55	1.06	12	1.39	16	1.41	17
1970/71	25.5	9.27	4.72	51	1.19	13	1.60	17	1.76	19
1971/72	25.9	9.42	5.03	53	1.22	13	1.61	17	1.56	17
1972/73	29.3	10.66	5.74	54	1.21	11	1.47	14	2.24	21
1973/74	27.2	9.89	4.97	50	1.35	14	1.75	18	1.82	18
1974/75	30.0	10.91	5.65	52	1.54	14	1.85	17	1.87	17

[1] 6-month weighted average (Dec.-May) for all sizes of oranges, 37.5 pounds net weight per carton. [2] Returns to retailer for salable oranges (3-percent allowance for loss incurred during marketing). [3] Rail charges from Santa Paula, California. [4] Derived from season average F.O.B. packed price minus equivalent on-tree price reported by SRS. [5] Derived by deducting picking, hauling, packing, and selling costs from shipping point price.

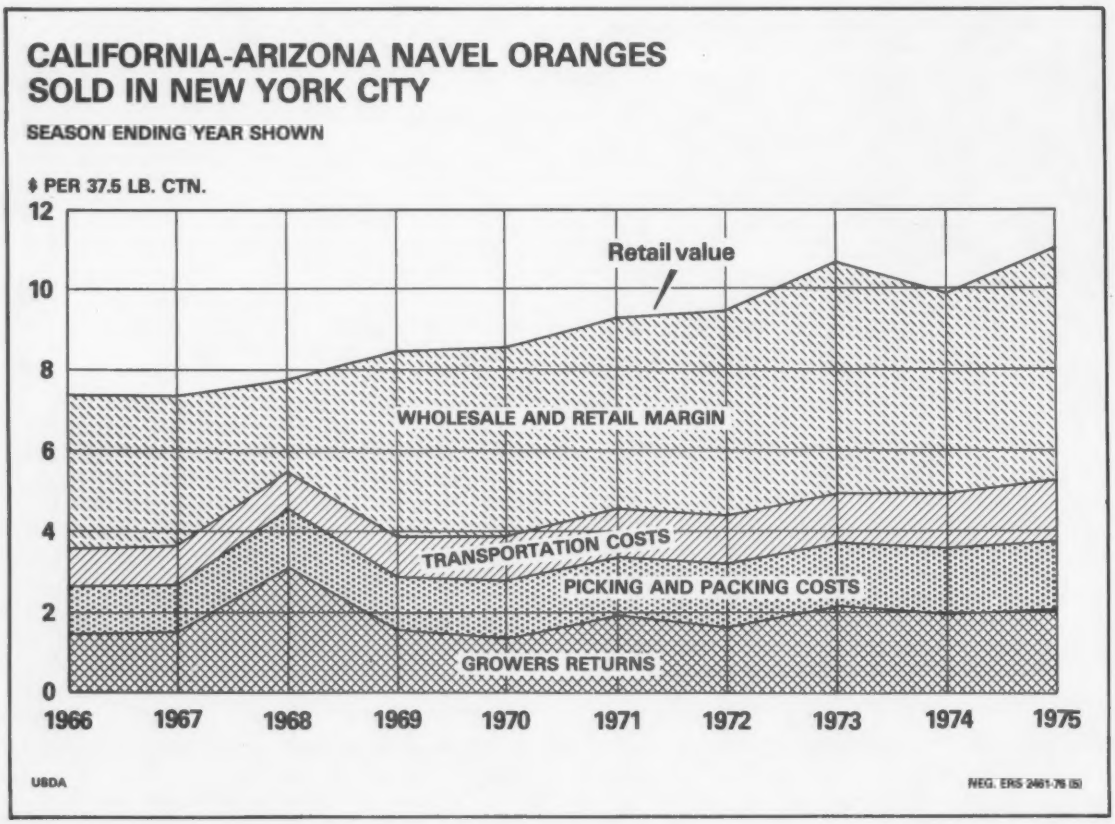

Figure 5

The retail value of a 37.5 pound carton of California-Arizona navel oranges averaged $10.91 in 1974/75, about 48 percent higher than nine seasons earlier (figure 5). The wholesale and retail margin rose from $3.81 per carton in 1965/66 to $5.65 in 1974/75, a 48-percent rise. Transportation costs jumped sharply in the last two seasons to $1.54 per carton in 1974/75, 62 percent above 1965/66. Picking, hauling, packing, and selling costs increased from $1.19 to $1.85 a 58-percent rise. Grower returns trended upward during the period, but were highly variable and fluctuated from season to season.

A simple trend line fitted to the data in table 3 indicates that the retail value of California-Arizona oranges sold in New York City increased an average of 35 cents per carton per season since 1965/66. During the 10 seasons the wholesale and retail margin increased 21 cents per carton per season on the average; rail transportation costs rose 6 cents; picking, hauling, packing, and selling costs went up 6 cents; and grower returns went up 2 cents.

The market shares, or percentage of the retail value going to growers and other market factors, fluctuated from season to season, but did not show any significant trend. For the 10 seasons, the wholesale and retail margin averaged 52 percent of the retail value; transportation costs, 12 percent; picking, hauling, packing and selling costs, 16 percent; and grower returns, 20 percent.

Valencia Oranges

The season average retail price of California-Arizona Valencia oranges in New York City was 28.2 cents a pound in 1975, 6.7 cents more than in 1966 (table 4). Like navel oranges, retail prices of Valencia oranges fluctuated from season to season. On the average, the retail price of Valencia oranges increased about three-fourths of a cent per pound per season for the period.

The retail value of a 37.5 pound carton of California-Arizona Valencia oranges averaged $10.26 in 1975, nearly one-third higher than in 1965 (figure 6). The wholesale and retail margin also increased nearly one-third to $5.10 in 1975. Transportation costs increased sharply, particularly in the last two seasons. Grower returns fluctuated from season to season, but changed little over the 10 seasons.

A simple trend analysis indicated that the retail value of California-Arizona Valencia oranges sold in New York City increased an average of 26 cents per carton per season during 1966-75. During that period grower returns dropped an average of 1 cent per carton per season; picking, hauling, packing and selling costs went up 7 cents; transportation costs rose 7 cents; and the wholesale and retail margin went up 13 cents.

The market shares, or percentage of the retail value going to the grower and other market factors, fluctuated from season to season, but did not

Table 4—California-Arizona Valencia oranges: Seasonal average prices, margins, costs and returns, New York City, 1966-75[1]

Season	Retail price per pound	Retail value per carton[2]	Wholesale and retail margin		Transportation costs[3]		Picking, hauling, packing and selling costs[4]		Derived grower returns[5]	
			Per carton	Percentage of retail value	Per carton	Percentage of retail value	Per carton	Percentage of retail value	Per carton	Percentage of retail value
	Cents	*Dollars*	*Dollars*	*Percent*	*Dollars*	*Percent*	*Dollars*	*Percent*	*Dollars*	*Percent*
1966	21.5	7.81	3.87	50	.95	12	1.17	15	1.82	23
1967	19.9	7.26	3.72	51	.96	13	1.20	17	1.38	19
1968	25.8	9.39	4.30	46	.98	11	1.44	15	2.67	28
1969	21.2	7.71	4.15	54	1.00	13	1.42	18	1.14	15
1970	23.4	8.52	4.49	53	1.09	13	1.35	16	1.59	18
1971	23.7	8.62	4.24	49	1.21	14	1.56	18	1.61	19
1972	25.1	9.13	4.94	54	1.23	13	1.61	18	1.35	15
1973	26.1	9.50	4.77	50	1.23	13	1.54	16	1.96	21
1974	26.7	9.71	4.58	47	1.47	15	1.85	19	1.81	19
1975	28.2	10.26	5.10	50	1.66	16	1.92	19	1.58	15

[1] 7-month weighted average (May-Dec.) for all sizes of oranges, 37.5 pounds net weight per carton. [2] Returns to retailer for salable oranges (3-percent allowance for loss incurred during marketing). [3] Rail charges from Santa Paula, California. [4] Derived from season average F.O.B. packed price minus equivalent on-tree price reported by SRS. [5] Derived by deducting picking, hauling, packing, and selling costs from shipping point price.

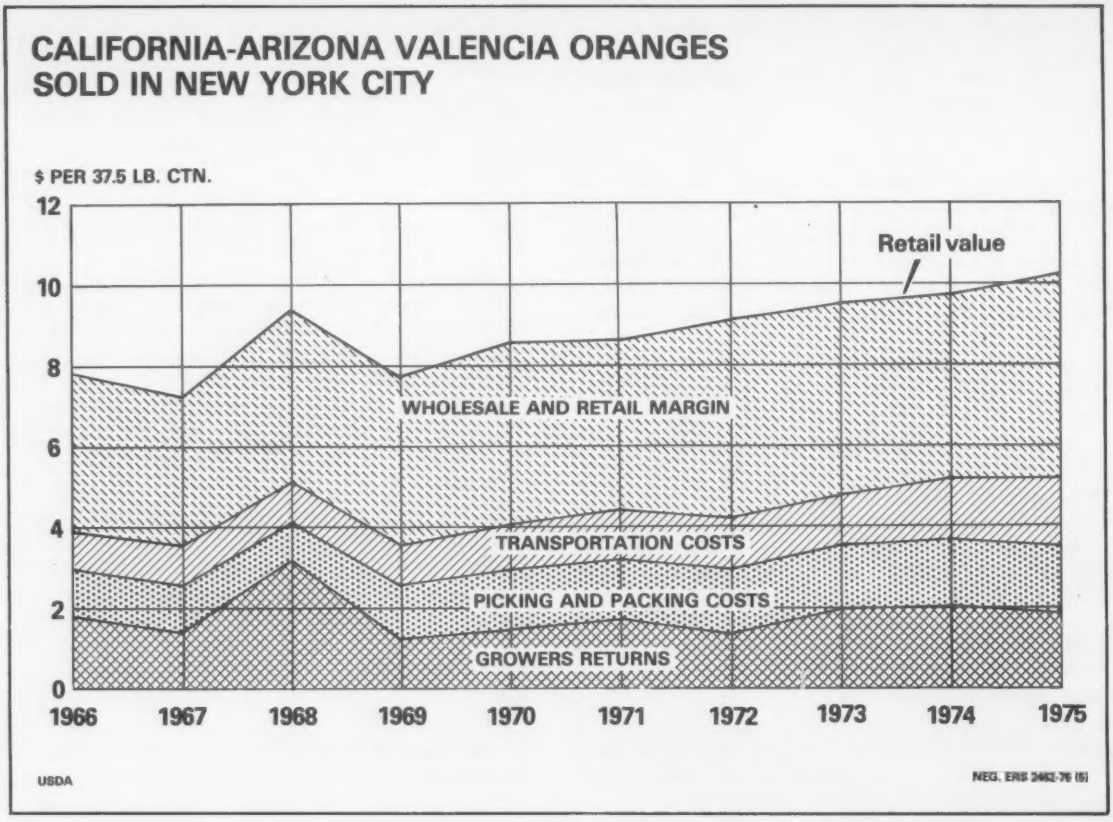

Figure 6

show any significant trend over the period. For the 10 seasons, the wholesale and retail margin averaged 51 percent of the retail value; transportation costs, 13 percent; picking, hauling, packing and selling costs, 17 percent; and grower returns, 19 percent.

LIST OF TABLES

Table	Title	Page
1	Index of quarterly prices received by growers for fresh and processed fruit	4
2	Quarterly retail price indexes for fresh fruits	4
3	Peaches: Utilized production and season average prices received by growers, and indicated 1976 production	5
4	Strawberries: Acreage, yield per acre, and production, 1974, 1975, and indicated 1976	5
5	U.S. strawberry imports	6
6	U.S. fresh banana imports by country of origin, calendar years 1972-75	8
7	Wine: Inventories in California, other States, and United States	9
8	Citrus crop: Utilization to May 1	12
9	Wine entering distribution channels in the U.S., by origin and by type of wine	19
10	Wholesale and consumer price indexes for table and dessert wine, by months, 1970-76	19
11	Canned noncitrus fruit: Canners' stocks, packs, supplies, and shipments, current season with comparisons	20
12	Canned fruit: Commercial pack of items by size of container, United States, 1971-75	22
13	Frozen fruit: Packers' carryin, pack, imports, supplies, apparent disappearance, and stocks of selected items, United States, 1971-75	23
14	U.S. wholesale prices of selected dried and frozen fruit items, by months, 1971-76	25
15	Fresh fruit: Retail price, marketing margin, and grower and packer return per pound, sold in New York City, indicated months, 1975 and 1976	26
16	Fresh fruit: Representative truck rates for selected fruits, January-June, 1975-76	27
17	Citrus fruit: Production, 1973/74, 1974/75 and indicated 1975/76	28
18	Chilled citrus juices and fruit: Florida canners' stocks, packs, supplies, and movement, current season with comparisons	29
19	Canned citrus juices and fruit: Florida canners' packs, supplies, and movement, current season with comparisons	30
20	Canned citrus juice: U.S. packs of selected items, 1974/75 and earlier seasons	31
21	U.S. monthly average price indexes for fruit	31
22	United States monthly average fruit prices received by growers	32
23	Fruit, per capita consumption: Fresh-weight equivalent, average 1950-54 and 1955-59, annual 1960-75	33
24	Fresh fruit: Per capita consumption, fresh weight basis, average 1950-54 and 1955-59, annual 1960-75	34
25	Canned and chilled fruit: Per capita consumption, product weight basis, average 1950-54 and 1955-59, annual 1960-75	35
26	Canned and chilled fruit juices (excluding frozen): Per capita consumption, product weight basis, average 1950-54 and 1955-59, annual 1960-75	36
27	Frozen fruit: Per capita consumption, product weight basis, average 1950-54 and 1955-59, annual 1960-75	37
28	Frozen citrus juices: Per capita consumption, product weight and single strength basis, average 1950-54 and 1955-59, annual 1960-75	38
29	Dried fruit: Per capita consumption, product weight basis, pack years, average 1950-54 and 1955-59, annual 1960-75	39

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